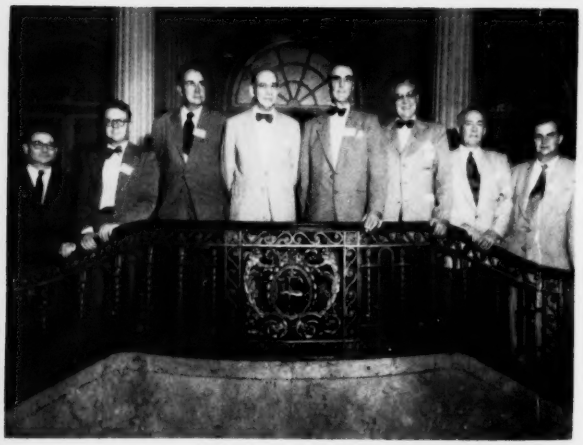
JULY 1952

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



STOCK WOODWORK INDUSTRY SOLIDLY BEHIND AWWI PLAN

—— Page 46

3 Tested Ways to Make Line Yards Pay Off

Page 37

THIS DEALER CASHES IN ON NEGRO REPAIR MARKET

Page 31——

It Pays to Enlarge Small Houses on Package Basis

Page 41

EMPLOYEE OPERATING GUIDE for small supply firm page 34

Contents on page 27 • Association Directory on page 83 • 11,500 Copies This Issue

Biscayne Terrace
Hotel
Albert Anis, Architect

BIG PROFITS with

ALL ALUMINUM MIAMI AWNING WINDOWS

This fast selling window means business!

See it nationally advertised month after month in Progressive Architecture, Architectural Forum, House and Home, The Nation's Schools, Southern Building Supplies.

Every sale is backed up by hard-hitting dealer aids: Mat ads! Radio Scripts! Television Scripts! Direct Mail! Cooperative Advertising! Write, wire or phone today for information about dealership in your territory.

Get on the bandwagon for better sales...faster turnover. Stock All Aluminum Miami Awning Windows...

IT PAYS OFF IN BIG PROFITS!

QUALITY APPROVED A-A1

SEE OUR CATALOG IN SWEET'S

MIAMI *Awning* WINDOW

Manufactured by

MIAMI WINDOW CORP.

5200 N.W. 37th Avenue, Miami, Florida

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 5, Ga.
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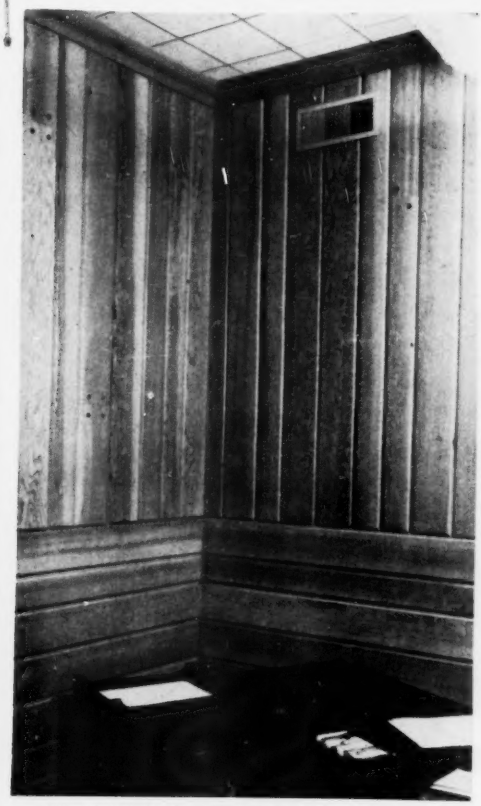
Volume 7 Number 7

INTRODUCING THE NEW . . .



Notice that illustration shows paneling to be random lengths.

Driftwood

. . PANELING . . .

THE NEWEST IN MODERN WALL TREATMENT

Driftwood paneling today is the enthusiastic choice of designers of modern interiors. Its grains, its shades, its colorings, its pleasing surface irregularities rival nature's finest handiwork. The room graced by the charm of Driftwood will always retain the joyful, friendly, freedom-loving spirit of nature as expressed in wood.

MANY IDEAL USES

- RESTAURANTS
- COCKTAIL LOUNGES
- MOTELS
- LODGES
- COUNTRY CLUBS
- RANCH TYPE HOUSES

Driftwood Paneling lends itself to almost any type of conventional finishing. In each case, the first coat of varnish is finishing varnish, rubbed. The second, a coat of flat or satin finish varnish . . . used in conjunction with color, bleach or natural finish.

DIXIE LUMBER CO.

LUMBER and PLYWOOD DISTRIBUTORS

We maintain large stocks of both lumber and plywood in many species of wood both from U.S.A. and abroad. Among the items available for immediate shipment are the following:

LUMBER

Tough Ash — Cedar Closet Lining
American Black Walnut — Long Leaf Pine
Hard Maple
Birch — Poplar
Red and White Oak
Oak Flooring and Stepping

MAHOGANY LUMBER

(British Honduras — African — Philippine)

WESTERN LUMBER

Ponderosa Pine — Redwood Lumber and Siding
Kiln-Dried Fir — Western Red Cedar
Knotty Pine Wall Paneling
Driftwood and Ridgewood Paneling

TIDEWATER RED CYPRESS

Boat Stock — Dressed Finish
4/4 to 8/4 No. 1 Shop & Better

PLYWOOD

Birch — Mahogany — Walnut
Gum — Oak — Fir
Many Sizes and Thicknesses Available
Boat Panels a Specialty

PLYWEAVE

Flush and Panel Doors

YOUR INQUIRIES ARE SOLICITED BY MAIL, TELEPHONE, OR TELEGRAM. WE CAN SHIP BY TRUCK OR BY RAIL

TELEPHONE: Walnut 9500

DIXIE LUMBER COMPANY, Inc.

8201 FIG STREET, NEW ORLEANS 18, LA.

HOLD IT!

...WITH AUTOMATIC BRAKE LOCK...

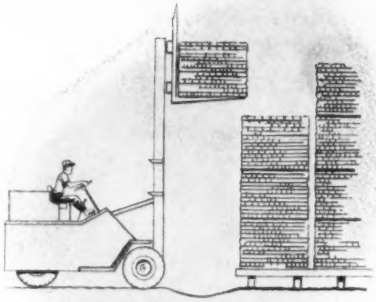
another time-saving feature you get in

ROSS FORK TRUCKS

Now, when piling loads, the driver of a Ross Fork Truck can hold the truck right where he wants it . . . even on a grade. Automatic Brake Lock . . . another advanced-engineering feature of Ross Fork Trucks . . . leaves the driver free to manipulate the load. Result? Faster piling, safer piling and neat, square piles . . . even on rough ground.

Here's how the Ross Automatic Brake Lock works: As the truck approaches the pile, the driver flips an electric switch. When truck is in desired position, he applies the foot brakes as usual. The brakes lock automatically . . . and *stay* locked when he removes his foot from the brake pedal. This leaves him free to concentrate his attention on hoisting and tilting operations because the truck cannot creep forward or backward. When ready to back away from the pile, he again flips the electric switch, unlocking the brakes and returning them to normal foot-pedal operation.

Think of the time this Ross feature can save for you! It's another of a long list of features developed and pioneered by ROSS. Remember, look to ROSS *first* for the *latest!*



Rely On ROSS

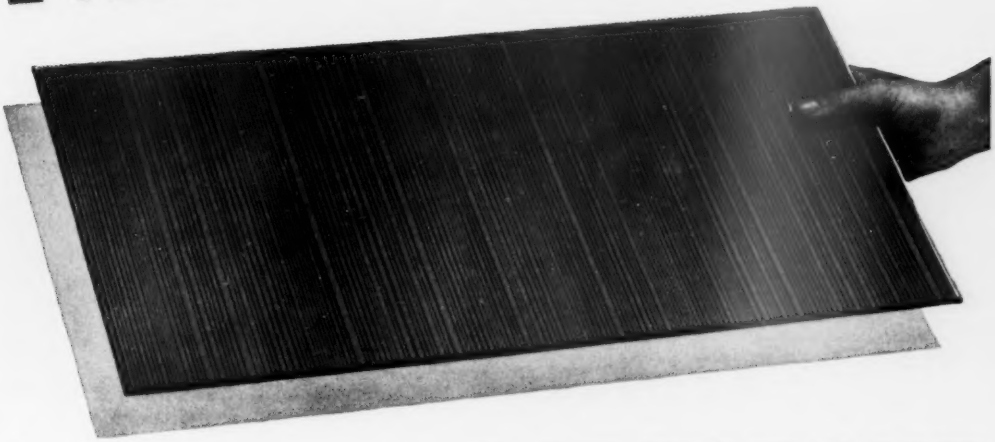
THE ROSS CARRIER COMPANY

Direct Factory Branches and Distributors throughout the world.

170 MILLER ST., BENTON HARBOR, MICHIGAN, USA

NOW! Cash in on the nationwide boom in Exterior Color

NEW profit-builder from Asbestone



✓ **New deep-grain texture!**
✓ **New color harmony!**
✓ **Same lifetime durability!**
✓ **Same low price!**

CHROMA-TEX SIDING SHINGLES have a deep, natural-looking texture. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing *new* kind of decorating effect that lends itself perfectly to modern color-planning ideas for exteriors. Like all Asbestone products, *Chroma-Tex* Siding Shingles are rock-like in their ruggedness—fireproof, weatherproof, rot-proof, termiteproof. Made of asbestos-cement, they need no painting, no preservative treatment, no maintenance of any kind.

Put more color, more style, more SELL into every home you build — at no increase in cost.

Give home buyers the rich, textured effect of the costliest sidings on the market — for the same price as regular asbestos shingles.

Use any of 5 appealing CHROMA-TEX colors to style exteriors with true "decorator harmony."

ASBESTONE Chroma-Tex SIDING SHINGLES

COLORS: Twilight Gray • Poplar Green • Pheasant Brown
Dusty Coral • Mellow Ivory

ASBESTONE CORPORATION
5390 Tchoupitoulas St., New Orleans 15, La.

Please send me samples and full information on NEW CHROMA-TEX Siding Shingles.

NAME _____

FIRM NAME _____

STREET & NO. _____

CITY _____ ZONE _____ STATE _____

ASBESTONE—Rugged as the rock it's made from

Roofing & Siding Shingles **Wallboard** **Corrugated Roofing & Siding**

RUBEROID REPORTER

NEWS OF INTEREST TO DEALERS · PUBLISHED BY The RUBEROID Co., 500 FIFTH AVE., NEW YORK 36, N. Y.

EVERY HIGH WIND BOOSTS SALES OF TITE-ONS A LITTLE HIGHER

Dealers report appreciative homeowners spread the word about Tite-On insurance

Every hurricane wind that hits brings further proof that Tite-On Shingles carry their own built-in wind insurance. Typical of reactions following each severe storm were the comments received after gales hit the North Atlantic States and Miami in the fall of 1950. Ruberoid received letters of admiration for Tite-On's staying power, from dealers, farmers and homeowners.

After a raging hurricane hit Waveland, Ala., a housewife wrote, "I want to express my great satisfaction with my Tite-On roof . . ." The picture of her home, at right, tells the rest of her story pretty well.

Thomas P. Coogan, former president of The National Home Builders Ass'n, said, ". . . We are extremely pleased with the shingles, not only as to their quality in withstanding our hurricanes, but also their ability to hold their original color."

An insurance agency in Illinois wrote, "As a result of the widespread windstorm . . . this agency had some 300 losses, with 90% of these losses resulting in damage to shingles. In making the adjustment it was brought to our attention that all buildings having Ruberoid Tite-On Shingles escaped the damage from this wind."

And so it goes! In case after case, when other types of roofs are giving way before the wind, Tite-Ons come through without the loss of a single shingle. It's no wonder that people are asking for Tite-Ons by name and that Tite-Ons are easier to sell than ever before.

Customers like Tite-Ons, not only for their windproof quality, but also because they add beauty, weather protection and fire-resistance. Tite-Ons patented self-locking feature produces an attractive basket-weave pattern, with deep shadows. And they're economical.

Here is graphic proof of Tite-On Shingles' wind insurance. When a raging hurricane struck Waveland, Ala., trees were uprooted and many houses destroyed, but this roof came through undamaged . . . a typical Tite-On case.

Tite-On Shingles are self-locking, as demonstrated here, yet they are anchored to the roof deck by four concealed nails.

Guaranteed by Good Housekeeping

Only Tite-On Shingles have earned the Good Housekeeping Seal of Approval.

The Power of the Post and Good Housekeeping Help You Sell Tite-Ons

Ruberoid Tite-On ads appeared in the April 12th issue of The Saturday Evening Post and the May issue of Good Housekeeping. Similar ads have already appeared in Farm Journal, Capper's Farmer, Successful Farming and Progressive Farmer. And there'll be more. See your Ruberoid Salesman about easel-backed display reprints of this ad and other sales aids.

Tite-Ons are applied with speed and ease. Mistakes are practically impossible. And only half as many nails are needed.

But with cement, it's not that easy . . . *and air-entraining cement . . . like a shirt . . . must fit TWO WAYS!*

From size 14-30 to 17-36, shirts come ready-made to fit almost any man. But when you're using air entraining cement, remember—there's only *one* "size"—set by rigid Federal and ASTM specifications. And on many jobs it just won't "fit."

Naturally, you wouldn't buy a shirt that's right around the collar but has sleeves reaching down to your fingertips. And it works the same way when you're ordering cement. Before you'll get air entrained concrete that's perfect, you must make sure of the measure *two ways!* First, determine *how much* air entrainment is right for your particular job . . . and then, the air entraining *effect* of your aggregate, its gradation—and even the temperature of the mix . . . all factors that can change the amount of air actually entrained in your concrete. You've got to be right on *both* counts—to be sure of "form-fitting" concrete!

You may find that air entraining cement measures up perfectly. But more likely you'll discover that it's safer . . . and smarter, to add the *required* amount of a well known air entraining agent with regular portland cement at the mixer. Just remember to use air entraining cement *only* when you're sure . . . and remember, too—you can't buy better regular portland *or* air entraining cement than Marquette.

* * *

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cements

Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill. Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Finger-Tip Control-Plus Perfect Balance

are features of

E-Z-UP for 8' x 7' Openings

E-Z-UP

OVERHEAD GARAGE DOOR UNITS

- **Easy and Quick Installation**
- **Finger-Tip Control**
- **Perfect Balance**
- **Head Room — 2 Inches**
- **Trouble Free**

E-Z-UP-9 for 9' x 7' Openings

Adaptable to any type home for old and new garages.

TOXIC AND WATER REPELLENT TREATED FOR LONG SERVICE LIFE

Hardware — TROUBLE FREE. Complete with lock and keys — and all necessary parts.

Add Wall Space at NO EXTRA COST *with* Thrif-T RIBBON UNITS --

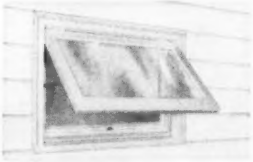
Bedrooms are quieter and more restful — yet have adequate lighting plus full ventilation control when Thrif-T Ribbon Units are used.

- Glazed Plain Glass 28" x 16" — bedded in putty.
- For Frame — Brick Veneer — Masonry Walls.
- Frame and sash — **TOXIC AND WATER REPELLENT TREATED FOR LONG SERVICE LIFE.**
- Made so sash can be opened or closed as easily in Winter as in Summer. Sash swing out and operate without removing screen or storm sash.
- Storm sash available at nominal extra.
- **SET UP — READY TO INSTALL — WEATHERSTRIP AND ALL HARDWARE APPLIED — WIRED SCREEN INSTALLED. CARTON PACKED.**

SINGLE • TWIN • TRIPLE

Thrif-T Ribbon Units provide plenty of wall space and LIGHT and VENTILATION as well.

Made to line at head with other windows and doors, therefore, entire space below the Ribbon Units is usable for chairs, beds, tables, desks, etc. NO NEED TO SET FURNITURE BETWEEN WINDOWS.



OTHER *Thrif-T* WOODWORK *for the* HOME

- Thrif-T WEATHERSTRIPPED WINDOW UNITS
- Thrif-T TWIN KITCHEN CASEMENT UNITS
- Thrif-T SINGLE CASEMENT UNITS
- Thrif-T TWIN CASEMENT UNITS
- Thrif-T DELUXE PICTURE WINDOW UNITS
- Thrif-T MURAL PICTURE WINDOW UNITS
- Thrif-T ORIGINAL PICTURE WINDOW UNITS
- Thrif-T BASEMENT UNITS
- "4 in 1" ENTRANCE FRAME
- "10 in 1" ENTRANCE FRAME
- No. 1332 ATTIC LOUVRE
- Thrif-T TRIM
- MT. VERNON MANTEL
- "8 in 1" MANTEL
- Thrif-T WARDROBE
- No. 960-R CORNER CHINA CASE
- Thrif-T DISAPPEARING STAIRS

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Thrif-T WOODWORK for the HOME

Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

Write for Name of NEAREST JOBBER

HELPFUL Booklets FREE

3. 86 Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Laminated Wall Panels. Two full-color booklets show photographs of rooms with ceilings and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wallboard cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two new 1952 bulletins on window and attic fans have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typi-

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the July, 1952, issue of S*B*S with these key numbers:_____

_____

Name_____

Position_____

Firm_____

Mail Address_____

City, State_____

UPSON PRODUCTS

SOLD

UPSON PRODUCTS

Skill of Volunteer Workmen Startles Experts in Novel "House Raising Bee"

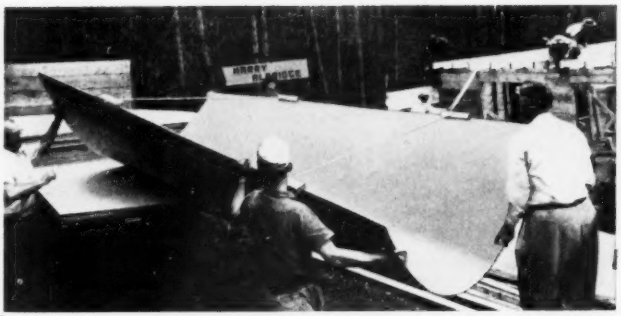
Upson Panels Applied In Record Time

As the result of a real old-fashioned "House Raising Bee" in which 700 volunteer workmen from seven states took part, 19 preacher students and their families occupy comfortable homes today while attending Clear Creek Mountain Preachers Bible School near Pineville, Kentucky.

Southern Baptists from seven states including experienced carpenters, electricians, and plumbers worked side by side with pastors, students, faculty members, business men and mountaineers.

Lumber and giant-size Upson Strong-Bilt Panels were hauled up Holly and Bear Mountains over slippery roads.

Use of Upson Strong-Bilt Panels in full wall sizes eliminated the task of taping or covering seams. Even in the hands of inexperienced workmen, panel application was accomplished quickly and smoothly. Immediate painting followed the installation and the houses were soon occupied.



UPSON HELPS—Volunteers from Upson Sales, Advertising, and Public Relations Department help unload Strong-Bilt Panels measuring 8 x 18 feet.

Apologies to Art Ellis

Some time ago, Ellis Lumber Company of Burlington, Iowa was publicized as having been an Upson Dealer for 27 years. Art Ellis now writes to correct this figure to *37 years*. "During this period," he said, "we haven't had what we can call a single justifiable complaint on Upson Products. Upson Panels were installed on our office ceiling in 1920 and are still in good condition."

One Way to Keep Mother-in-law Happy!

An Upson dealer in Akron, Ohio reports that one of his customers was recently faced with an age-old dilemma. His mother-in-law announced that she intended to move in with him and he had no room for her. He solved the problem rather neatly by letting his mother-in-law help build her own room in the attic with Upson Panels. Moral: Mothers-in-law: prefer Upson Panels.

Washable Features of Upson Ceiling Tiles Making Big Hit With Customers

"We underestimated the market," Upson sales executives frankly admit when discussing the new Upson Ceiling Tiles. Jobbers and dealers, clamoring for shipments, report customers enthusiastic, particularly over the washable surface. Application is very simple.

The new tiles are 12 inches square, made of 6 ply laminated board, with surface edges beautifully beveled. Pre-finished and waterproofed surface withstands repeated washings. Toughness of material used and application with matching color pins overcomes the complaint of loosening and sagging so prevalent in ordinary tiled ceilings.

Stamping Feet Cause Plaster To Fall

Immediately after feet stamping patrons in a Union City, N. J. burlesque house demanded "Take It Off", 40 square feet of plaster fell on their heads.

—*American Magazine*

Television Stations Offer New and Growing Market For Upson Panels

Many dealers report increasing demand for Upson Panels for use in building television sets and displays.

Construction usually must be hurried and of a movable type. The light weight and fine painting surface of Upson Panels are making them really outstanding favorites.

NOW—They're Wadding Shotguns With It!

In Geneva, Nebraska, the local gun club load their own shells and find Easy Curve ideal for wadding. A special die tool is employed. Easy Curve is preferred because of the smooth edge which can be achieved.

THE UPSON COMPANY

World's Largest Maker of Fibre Wall Panels

867 Upson Point, Lockport, New York

cal construction, with and without inlation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling and kitchen cabinet ventilators are described in new literature which points out exclusive features and gives complete specifications. These ventilators can be used in kitchens, bathrooms, laundries, dens and commercial establishments. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

85. Barn Ideas. New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

89. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

101. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

137. Cabinet Hardware. Complete dealer kit includes consumer folders on both cabinet hardware and window hardware, display and merchandising suggestions, proof-sheet of available ad mats, and current price sheet service on Amerock Hardware. American Cabinet Hardware Corporation, Rockford, Illinois.

139. Superlite Prefinished Wallpanels are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

143. "How-ell-dor" Garage Doors. Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

145. Gas and Electric Water Heaters. Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

147. Fans and Blowers. Fans and blowers for every requirement are described in Catalog No. 400 of Chelsea Fan & Blower Co., Inc., Plainfield, N. J. Illustrations of each unit are accompanied by a listing of features, specifications, and dimensions, as well as cross sectional drawings on many models.

149. Jack Frost Weather Strip. Sales sheet on window and door weather-stripping. Made of wool felt and rust-proof white metal, Jack Frost weather-strip may be applied with a hammer and snips. It comes in 18-ft rolls, enough for one average size window or door. National Guard Products, Inc., 540 Jackson Avenue, Memphis, Tennessee.

151. Metal Plaster Casings. Folder describing various types of this precision rolled metal casing used to finish edges of plastered walls at door and window openings. Cutaway illustrations show how use eliminates need for heavy trim while adding spacious look to small rooms. Casings, Inc., 2 East 45th Street, New York 17, N. Y.

153. Saws and Tools. Wood and metal cutting band saws, resaws, wide variety of circular saws, carbide-tipped saws, groovers, circular and straight edge knives, planer and shaper knives—complete catalog. The Buckeye Saw Company, 556 West McMicken Ave., Cincinnati 14, Ohio.

155. Aluminum Nails, Fencing, Roll Valley, Clothesline Wire. Four two-color data sheets picture and describe Nichols aluminum products. The 12 nail types come in many sizes. The Nichols Wire and Aluminum Company, Davenport, Iowa.

157. Storage Walls, Cabinets. Folder pictures latest additions to Bilt-Well cabinet line. Cabinets can fit together to form storage wall for various rooms; built-in vanities for bedrooms and baths; complete kitchen storage areas. The Carr, Adams and Collier Company, Dubuque, Iowa.

159. Ready Hung Doors. Folder No. 1050 describes this new door and frame packaged unit which installs in 20 minutes. Shows steps of installation, features and specifications. Folder No. 1451 contains 36 Cartoons illustrating reasons why Ready Hung Doors save Time, Labor, Money, Waste, Worry and Skill. Ready Hung Door Corporation, Dept. S, Neil P. Anderson Bldg., Fort Worth 2, Texas.

161. Ready-Trimmed Window Units. Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

163. House sewer pipe. 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250, W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

165. Window Sash Balance. Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial Street, Rochester 14, New York.

167. Shelf-Door Wardrobe Plan Folder. Four page folder containing complete plans and specifications, bill of materials, for prize winning shelf-door wardrobe awarded 1st prize for built-ins in 1951 Better Living House Design Contest. Douglas Fir Plywood Association, Tacoma 2, Wash.

DEALER TAKES "BLINDFOLD TEST" PROVES L·O·F GLASS CUTS EASIEST

Harry Brown of Jones Paint & Glass, says:

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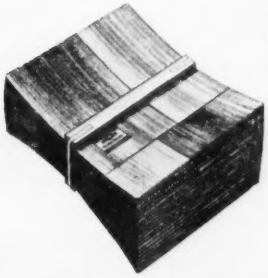

Get the plus value of CEDAR Shingles at no extra cost . . .

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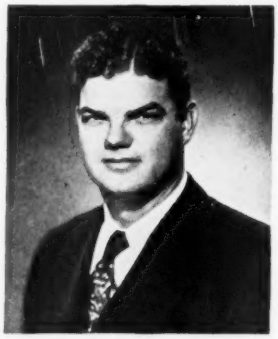
Builder demand

E. J. BURKE & SONS SWITCH TO CELOTEX INSULATING SHEATHING

In a recent letter, Mr. E. J. Burke, Jr., wrote . . . "Well over a year ago we switched to Celotex Insulating Sheathing in our Highland Hills development. Its advantages and economies have helped make it possible for us to offer better built, more comfortable homes at lower cost. We are contemplating another expansion of 500 to 1000 houses. You may be sure that Celotex Insulating Sheathing figures prominently in our plans."



E. J. Burke, Jr., President, E. J. Burke & Sons, Developers and Builders of famous Highland Hills in San Antonio, Texas. President, Texas Association of Home Builders.

▲ A street of charming homes in Highland Hills. Strong, weatherproof, wind-tight walls are assured by Celotex Double-Waterproofed Insulating Sheathing.

◀ Addition to Highland Hills development under construction. Moisture-resistance is one big reason builders prefer Celotex Insulating Sheathing. It's safe even during prolonged exposure on the job!

builds dealers' profits

You're money ahead when you feature the brand your builder customers prefer—

CELOTEX INSULATING SHEATHING

Stepping up sheathing volume is easy as one, two, three. One—builders all over the country, successful builders like E. J. Burke & Sons, *prefer* Celotex Insulating Sheathing. Two—you want their business. So, three—you feature it. It's *that* simple!

One word tells why builders choose Celotex Insulating Sheathing. Value! It does far more than ordinary sheathing—yet costs no more and usually *less*, applied. So to get the extra business you want, give builder customers the extra-value sheathing *they* want. Stock, display and promote Celotex Insulating Sheathing. Now!

Only Celotex Insulating Sheathing gives you all these selling features

1. **Insulates and Weatherproofs** as it builds. All at *one* low cost. Saves materials, labor.
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National Advertising Puts the *Sell* in Celotex

You'll find sales come easier when you feature genuine Celotex Insulating Sheathing and other building products in the famous Celotex line. That's because over a quarter century of consistent, resultful national advertising has created nationwide consumer preference for the brand name Celotex.

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Sales come easier when you feature genuine

CELOTEX

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THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

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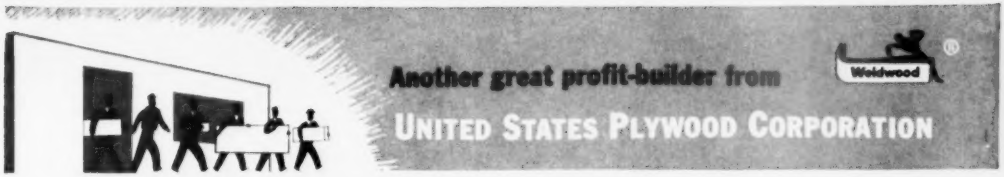
Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.



Feature these two beautiful EASY-TO-WORK EASY-TO-SELL Products!

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TITLE

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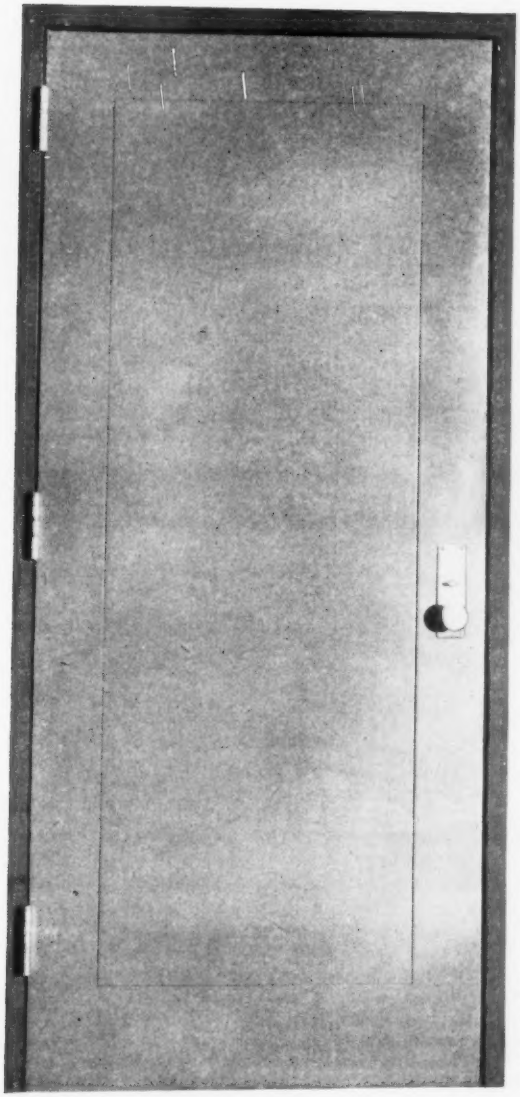
a brand-new Door-Frame-Hardware Unit



The *Fenestra* HOLLOW METAL FLUSH-TYPE DOOR

Here it is—in all popular sizes—smooth, sleek, a full 1¾" thick and insulated for quiet performance. This Fenestra* Flush Door-Frame-Hardware Unit will be one of your hottest items.

And how simple to handle. As with the other types of Fenestra Hollow Metal Door Units, all you have to carry are the frames and a couple of doors for display.

You send the frames to the site at the proper stage of construction—then call your Fenestra Distributor, tell *him* to take the doors and hardware to the site and make your profit on the whole ball-of-wax!

Of course, due to the great demand for these Door-Frame-Hardware Units, it is absolutely imperative that you sell each Fenestra Frame as *part of* a Fenestra Door-Frame-Hardware Unit.

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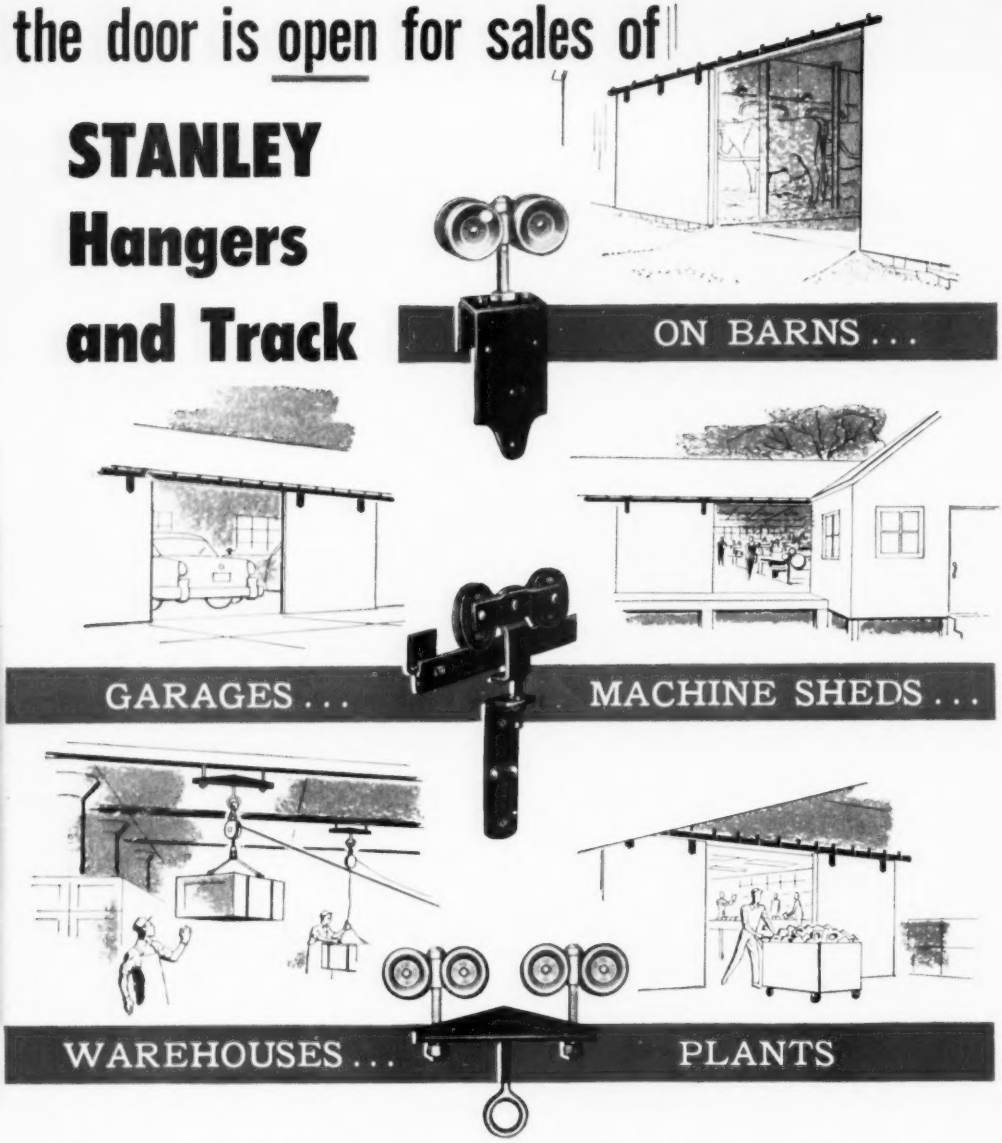
Fenestra **Hollow Metal Door • Frame • Hardware Units**

save building time, labor, materials and money

the door is open for sales of

STANLEY Hangers and Track



He couldn't hit the side of a barn door, the saying goes. Today's market for Stanley Sliding Door Hardware is bigger than all the barn doors! It includes commercial garages, machinery sheds, warehouses, industrial plants. And you can hit the whole market . . . meet the requirements of any sliding door up to 1000 pounds with just *three* sizes of Stanley Track and Hangers.

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Reg. U.S. Pat. Off.

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Southern BUILDING SUPPLIES
JULY, 1952
Vol. 7 No. 7
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LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif. Tel. Webster 3-9241.

NEW YORK: Gerard Tessdale, 78 Manhattan Ave., New York 25, Tel. University 4-2087.

It's a Breeze

to sell the new Hunter Package Fan

Complete, compact unit is easily installed in any attic

Every home owner a prospect

• The market for Hunter Fans is tremendous! Every home builder, every home owner is a prospect for this compact, powerful cooling unit.

These modern fans give efficient home-cooling at the minimum installed cost, and are being used in homes in all price ranges. Installation is simple and inexpensive.
Fan, motor, and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in attic. Six models, ranging from 4750 CFM to 12,000 CFM—ratings certified. Quiet, powerful, dependable. Backed by Hunter's 65 years of experience in manufacturing highest quality fans.

Write or wire for catalog and name of nearest Hunter distributor.
HUNTER FAN AND VENTILATING CO.,
394 S. Front St., Memphis, Tenn.

Hunter

PACKAGE ATTIC FANS

In Beautiful Colors that last

Johns-Manville *Smoothgrain!*

The smooth-surfaced asbestos siding with deeply embedded ceramic granule texture and color

J-M Smoothgrain Asbestos Siding is fire-proof, rotproof, weather-proof and never needs paint to preserve it.

VIEWED FROM ANY ANGLE, J-M Smoothgrain Asbestos Siding has a strikingly "grained" texture, yet the surface is actually smooth.

This smooth surface resists soiling because it has no grooves to catch dirt. The rich "grained" texture and lasting colors are achieved by colored ceramic granules deeply embedded in the asbestos-cement. And this "graining" is so striking, it is hard for the eye to distinguish the vertical joints.

Smoothgrain Asbestos Siding has the same cross-section throughout. This makes it stronger, easier to cut sharp edges without chipping.

Send for the free full-color brochure that shows the outstanding variety of beautiful colors in which Smoothgrain Asbestos Siding is made. Write Johns-Manville, Box 60, New York 16, N. Y.

Johns-Manville

Smooth surface . . . no grooves . . . yet beautifully "grained"!

LINE YOUR LEVEL against the surface of the new J-M SMOOTHGRAIN Siding . . . you'll find it smooth and true. Look at its beauty from any angle . . . you'll see a rich texture of striking character!

*Ask about the new pastel colors that provide "Springtime beauty the year 'round" — Suntan, Coral, Pastel Green!

BALANCE SHEET

Lumber Dealers Help Make Local Government Good

LUMBERMEN always have been conspicuous as civic leaders in their communities. But the socialistic trends of the last decade have made more of them and their modern counterpart—building material dealers—aware that good government doesn't just happen. And so they are more alert and more active than ever, particularly at the local level.

Furnishing materials for most homes and other structures, financing some and building many, lumber dealers fully realize that "a home is the only real security." And they know that it isn't safe if law and order is not provided through fair taxation, good policing and utilities, and a minimum of Federal demands and contributions.

In the recent Public Relations Contest sponsored by the National Retail Lumber Dealers Association, it was surprising to note how many of the winning entries involved the participation in, if not leadership of, good local government by dealers.

Dealers are serving as members of State Legislatures and state commissions. They're serving as mayors, councilmen, commissioners, and board members at municipal and county levels. They accept their obligations as intelligent citizens and property owners.

They register.

They vote.

They take their turns on juries.

They campaign for the best candidates for local, state, and national offices—and in many instances contribute to their campaign expenses.

This is the American way. The way to a healthy balance and interplay between political parties and economic groups.

Because we strongly believe that precept and example is the best evidence for good government, SOUTHERN BUILDING SUPPLIES in this issue begins a new series of articles about lumber dealers who now are serving in important local positions.

Typical of dealer activity in local government is that reported from Texas by Gene Ebersole, executive vice-president of the Lumbermen's Association of Texas. He estimates that 2 per cent of the dealers in the Lone Star state are now active as mayors, commissioners, councilmen, etc., and that during their lifetime some 20 per cent of the dealers participate in government leadership.

One line-yard firm in Texas, that operates the Calcasieu Lumber Company and the Mutual Lumber Company yards, now boasts three mayors among its personnel. W. S. Drake is mayor of Austin. Charlie Young is mayor of Kyle. Tom Starnes is "His Honor, the Mayor" in Thrall.

To learn what one lumber dealer—"even unto the fifth generation"—thinks about serving his municipality, read the article by our Southwestern editor on page 36.

Good government is good business. Good government requires active, conscientious citizens. The kind that are found at the head of long-lasting, reputable building-supply dealerships!

Rare Bouquet for a "Big Boss"

NEWS was made in personnel and management relations in Chicago last month. "The wise and vigorous leadership" of the management of the United States Gypsum Company was hailed by more than 800 of their employees in celebration of the firm's 50th anniversary.

At a banquet in celebration of U. S. G's. golden anniversary, Charles B. Alvord, president of the USG Employees Club, presented to the chairman of the board, C. H. Shaver, a citation which read as follows:

"On the occasion of the fiftieth anniversary of United States Gypsum Company we congratulate those whose wise and vigorous leadership has established our Company's preeminence in the building industry. As we move forward together in the challenging task of building a better tomorrow, we pledge our continued cooperation, so that our Company's future may, like its past, be bright with accomplishment."

The United States Gypsum Company operates 45 different plants throughout the U. S. and Canada. One of the major building materials manufacturers, it supplies about half of the nation's gypsum requirements. USG's sales last year exceeded $180 million. If the spirit expressed in the citation prevails, it will continue to prosperously serve!

DISASTER *averted by*

FIRESTOP BESTWALL®

FIRE CONFINED TO TWO BATHS IN HUGE HOUSING PROJECT

A vicious fire raged for over an hour in a small area of the Susan B. Clayton Housing Development in Houston, Texas.

But it could not break through the FIRESTOP *Bestwall barrier.*

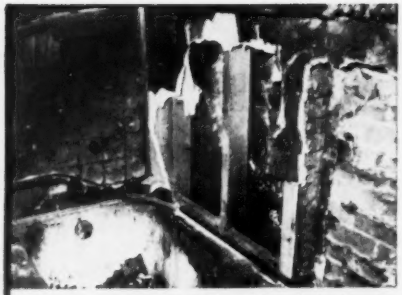
The unretouched photos tell the story. According to FPHA authorities, FIRESTOP Bestwall "saved the entire building from being a total loss."

FIRESTOP Bestwall, considered by many as the greatest improvement in gypsum wallboard history, offers up to 1 hour resistance for walls and ceilings.

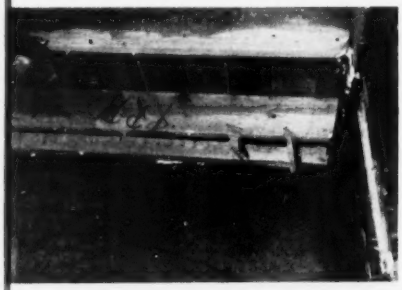
This amazing gypsum product far outclasses any ordinary wallboard. Besides its superior fire resistance, FIRESTOP has greater structural strength and better sound-deadening characteristics. It is the one and only wallboard carrying the mark of Underwriters Laboratories Ⓛ Re-examination Service.

"Facts about FIRESTOP" is yours for the asking. It contains complete information on fire resistance and other characteristics of this remarkable development.

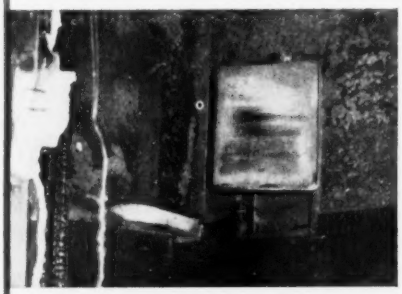
SEE OUR CATALOG IN SWEET'S



Right foreground shows section where firemen broke through FIRESTOP during blaze. Charred side of wooden stud is the result. Then compare remaining undamaged studs between the FIRESTOP wallboards. Wallboards were broken away after fire to show undamaged condition.



FIRESTOP Bestwall was removed from overhead wooden beams after the fire to show their undamaged condition. Note that walls above tiling remained intact though severely burned.



Nowhere has fire broken through the wall, although the tile panels are blistered.

DEALERS!

FIRESTOP is in demand now—but wait till your customers read this story!

This dramatic new evidence of **FIRESTOP**'s amazing ability is being told to builders and contractors, the architects and fire code officials in your area. Your Certain-teed salesman is telling 'em, and they're reading about it in their magazines, through advertising and in mailing pieces.

Be prepared for business—with **FIRESTOP** Bestwall!

Certain-teed BUILDING PRODUCTS

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION
ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

THERE'S GOLD IN NEGRO REPAIR JOBS

By H. G. MATTHEWS

Few dealers have scratched surface as profitably as this Georgian has

WHY SHOULD there be a slump in building material sales when there are whole streets and neighborhoods of run-down houses!

This is the reasoning behind Anderson - McGriff's successful campaign to show many Atlanta, Georgia, residents how they can enjoy better living in cleaned-up, repaired homes.

According to Manager Don Maffett, Anderson-McGriff averages getting about six repair jobs daily. These may range from replacing a few rotting floor joists to adding a room or completely changing the front design of a house.

About 80 per cent of the improvements are on private homes, the rest on rental units. Although roofing contractors have taken much business from some retail lumber dealers, this company sells several re-roofing jobs a week!

"Many home-owners want to live in a better looking place but are so sure that a paint job will cost more than they can afford—or are so accustomed to a sagging porch—that they never even bother to find out about costs," explained W. O. (Dub) Scarbrough, the company's alert outside salesman.

This building supply company found a most fertile field in the Negro neighborhoods, where "keeping up with the Joneses" had practically passed out of the picture. The company is located at least half a mile from the nearest

S.B.S. STAFF FOTOS

In making house-to-house calls to sell materials for repairs, Salesman Dub Scarbrough usually receives a friendly welcome. "Most people just don't realize what a difference a few repairs can make," he said, "and once we help them start, many of them find a place in their budgets for one improvement after another."

negro residential section.

Many of these Negro repair jobs are quite small—only a new set of screens or front steps. But profits accrued from quantity of sales look just as good on the ledger as those from fewer complete house bills. "They've kept our dollar volume up when some firms have suffered from decreased housing starts," declared Maffett.

Scarbrough started a series of house-to-house calls throughout Negro neighborhoods.

First he gives the home-owner a mental picture of what his dwelling could look like with a few small improvements.

Then Scarbrough explains that any improvements can be made with small monthly payments, and no down-payment in most cases. Sometimes his prospects have a tight budget already and can afford only part of his suggested improvements at a time, even on a monthly-payment basis. In other cases, when Scarbrough describes one possible improvement, they call him into another part of the house to make an estimate on an additional room or modernized bath.

As soon as possible during the conversation, he finds out how much they are able to pay each month or week.

He always keeps notes on these house calls, recording on the card for each customer just what improvements have been made, which ones might be made, and any data that could affect future business with them.

He also makes calls with small contractors to double-check on estimates and to help complete the sale of a repair job.

One of the company's most cooperative contractor friends is a Negro preacher, who makes his bread-and-butter money with carpentry jobs on weekdays. He brings in at least five jobs a week for Anderson-McGriff to sell the materials and arrange financing for.

As an added aid to contractors, Anderson-McGriff runs a daily four-line classified ad in the two Atlanta daily newspapers. It invites inquiries "for reliable workmen."

One reason that this business has grown by leaps and bounds is that the company personnel have won the confidence of Atlanta Negroes. Most of them in the middle- and lower-income brackets know little or nothing about arranging for repair work or financing.

Scarbrough cited a case of one aged Negro woman he called on. She was surprised at his low estimate on total costs for remodeling a bathroom and replacing rotted timbers in a porch. During the conversation, she told him about the imitation brick siding that someone had charged her $800 to apply. Scarbrough's rough estimate was that such a job should have amounted to about $300. From then on, she not only had complete confidence in Scarbrough and the Anderson-McGriff company; but, thanks to word-of-mouth publicity, many of her neighbors became wary of fly-by-night operators.

They know that this company will not cheat them on quality or quantity in materials, and that any contractor it recommends is equally fair. Anderson-McGriff usually makes all arrangements with one of their many contractor-customers for doing the work. For smaller contractors, they often supply payroll money until the bank loan for the finished job comes through under FHA Title I.

The First National Bank, which makes most of the loans for Anderson-McGriff repair work, has reported virtually no difficulty at all in collecting promptly from Negro customers—and they have been making such loans since the inception of Title I. Scarbrough, Maffett, and other personnel always ask the customer if he has a bank preference, but expression of such a preference is quite rare. A few of the loans are handled through the Bank of Georgia.

Almost a repair salesman's dream-come-true was the establishment of a slum clearance committee in Atlanta. This group surveys property and sends a notice to the property owner of the minimum improvements that must be made by a certain date, usually about two months later. Most

(*See* NEGRO SALES *page* 64)

When the Atlanta slum clearance committee demanded minimum improvements in substandard property, many Negro owners brought their orders into the Anderson-McGriff building supply store. At left, Manager Don Maffett helps figure out an order. To meet the city requirement for inside toilet facilities, a family had this firm to enclose a section of the back porch, above, and to replace rotting porch.

SMALL HOUSE "PACKAGES"

INSTALLED Material Jobs

CONSUMER SALES

A 3-Point Sales Stimulation Program

By R. O. BROWNLEE, Manager

Tennessee Building Material Association

THERE NEVER was a more propitious time for retail lumber and building material dealers to lay plans to inaugurate an aggressive sales promotion program. Surely all are aware of the changing distribution picture; none could miss seeing the growth of the applicators—the roofing applicator, the insulation applicator, the flooring applicator, and the wallboard applicator—with practically none of their materials distributed through the retail dealer.

One does not have to be very old to remember when all cement, sand, and gravel passed through the dealer's warehouse rather than the ready-mix plant.

Most all can recall the time when housebuilders and general contractors depended upon retail stocks to supply their needs.

These changes are the evolution of a dynamic and ever-changing business. There is no need for the retailer to blame his loss of business on the manufacturer, wholesaler, or jobber, for they are only obtaining the goal which the dealer covets—greater sales volume, at profitable prices, sold with the least effort and expense.

Fortunes are still to be made in the retail distribution of lumber and building materials, but not by those who sit down and wait for the return of the good old days. Profits are to be made by those who have the courage to look ahead and not behind; by those who plan a resolute course for the future, using modern sales tools to meet present conditions. Success will go to those who are worthy to wear its crown.

Believing that it is a duty of this trade association to help its members adjust their businesses to these changes in the most orderly fashion possible, we have prepared a sales stimulating plan which we hope many of you will be able to use, at least in part. This program is in three parts and is explained under the separate headings:

Consumer Sales.

Sales of Installed Materials.

Developing the $3,000 to $5,000 House Market.

Prepared expressly for the members of the Tennessee dealer association and introduced at a series of district meetings, this sales stimulation program by Bob Brownlee is of probable usefulness to S*B*S dealers throughout the South. His explanation of installed material sales and development of the Small House market will be printed next month. The forms described in this article may be obtained at nominal cost from R. O. Brownlee, 711 Broadway, Knoxville 17, Tenn.

Consumer Sales is probably the most fertile field for dealers to cultivate in developing new and profitable sales.

All of us have had the experience of driving by a house that was badly in need of repairs to preserve its value, and other work to improve its appearance and livability, only to see a new automobile in the yard, a television aerial on the roof, and a washing machine on the porch. This was not a sign that these people had no pride in their home, but it was a sign that our industry has not kept pace with other industries in making it possible for these people to improve and maintain their home out of future income.

The potential monthly volume of sales to be developed in this field can be judged fairly well by multiplying the number of persons living in the trading area by $40, as

(*See* SALES PROGRAM *page* 64)

S*B*S STAFF FOTO

Right, Clyde B. McGinnes, president of the McGinnes Lumber Company in Lakeland, Fla., shows his bookkeeper-secretary, Mrs. I. M. Vandenburg, the triple use of the display rack he designed for Home Plan books and other literature. Extra books are kept in bottom; extra folders in area below topped shelf. This rack is purposely secluded (in foreground of photo below) to keep people from needlesly "helping themselves." Note the modern paint department.

This dealer gets set with new store and

"Employee Operating Guide"

TO GET his firm's share of the building-supply business in the Lakeland, Florida, area for years to come—whether they be fat or lean years—President Clyde B. McGinnes has taken three major steps. These are:

1. Construction on main street of a modern store and office building—with windows, signs, and displays that draw in customers.
2. Careful selection of personnel for all jobs.
3. The preparation, publication, and practical study of an operating guide for the company's employees.

The store transformation will be depicted in this and the next issue of S*B*S. Because it should be suggestive to scores of other retail dealers in developing such information for their own staffs, we are happy here exclusively to reproduce the text of the McGinnes Lumber Company's operating guide. Clyde McGinnes invites any dealer who finds its contents useful to adapt it to any degree he desires!

FOREWORD

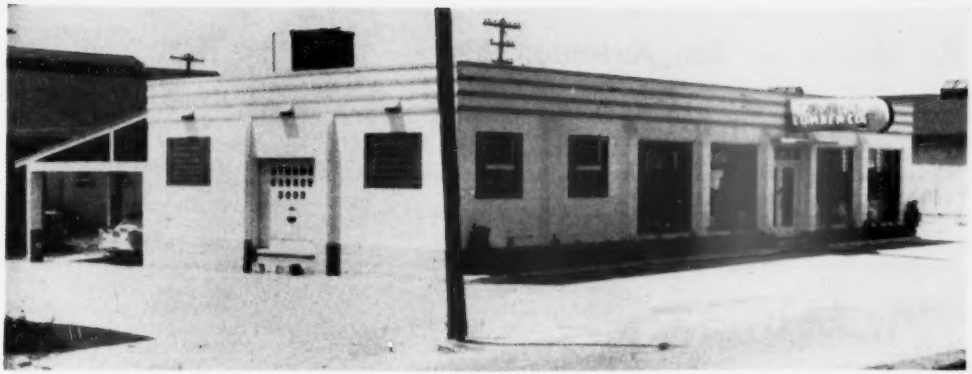
"The purpose of writing this guide is to establish some sort of Organization and Operating Guide in order that each employee might better understand the over-all situation and thereby have a clearer picture or conception of what is expected of him. The main weakness in writing such a guide as this lies in the fact that an employee, after reading it, may decide for himself that he is to perform certain tasks only and no more.

"In a large organization this may be true but in an organization as relatively small as this one it is often necessary for one person to lend his assistance to some other person not necessarily in the same general department. This fact is mentioned in the hope that each employee will lend himself to a spirit of cooperation so necessary for the successful operation.

GENERAL

"1. The purpose of this organization is simple—to serve the public in the supply of building materials in a manner to be a credit to the community and to the building supply industry. Even though the purpose is simple to state, it nevertheless involves a vast amount of understanding of human nature in dealing with the public and includes prompt and efficient service.

"2. The following general policy will be followed in dealing with customers: The customer is NEARLY always right. In dealing with the public one comes in contact with all kinds of people and it may



Air-conditioned, fluorescent-lighted, and wood-paneled, the handsome new building supply store of the McGinnes Lumber Company at 600 West Main Street in Lakeland, Fla., is shown above. Below is seen the old office and display building, which faced a "side street" at end of building seen at far right in above photo. The enclosed end of new 72x54-foot store is used to stock nails and other staples.

be necessary upon occasion to perform some sort of service which might be regarded as either uncalled for, or unnecessary, because the general public can be pretty unreasonable and demanding at times.

"Unless the circumstances are extreme, it is requested that the necessary service be performed in a pleasant and obliging manner so as to not place the customer under any obligation to us. This latter point is very important. If we perform any type of service in a grudging manner we might as well not do it at all since it will invariably create ill-will.

"Please remember that, after all, we are in business to serve the public and therefore it may be necessary occasionally to swallow our pride and do some small thing in order to maintain good-will. It is also very important to remember that in nearly all instances, any ill-will created while performing service for this organization will not reflect upon you personally, but upon the organization itself.

"3. Each task should be carried to completion. Inefficiency thrives upon incompleted work. If one starts on a particular task, that same person should carry it through to completion rather than drop it into someone else's lap.

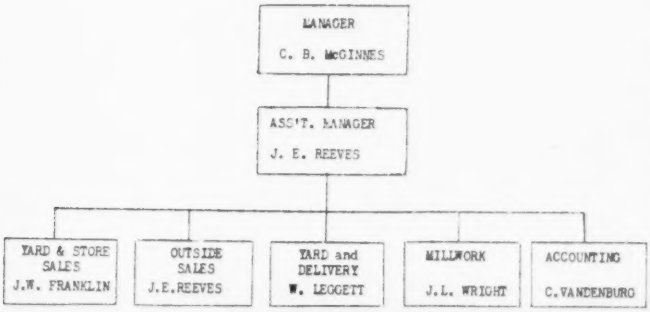
"For example, if you are a truck driver and a customer turns in an order for future delivery, or returns some material, please make certain that it is turned over to someone in the sales force for further processing. It is highly desirable in these instances that this information be written down on the spot rather than to rely on your memory.

"If you are in the salesforce and take an order for some material you subsequently discover not to be in stock—do everything within your power to locate it yourself. Call all local building supply businesses first. If this fails and the circumstances warrant such action, a long-distance call may be made—also by yourself. All members of the sales force are authorized to make long-distance calls subject to his own discretion.

"Another example. If a prospective customer requests a quotation on some material and you know what the prices are—list the items and price them yourself. No particular person is specifically charged with the responsibility of making quotations.

(*See* OPERATING GUIDE *page* 52)

ORGANIZATIONAL CHART



As Mayor of San Antonio, this dealer is doing something about

Better Local Government

By BARON CREAGER

BACK IN APRIL, the city hall reporter for the *San Antonio Express* wrote about a lumber dealer, who is now mayor:

"Take Mayor Sam Bell Steves' progress as a politician, for example. A year ago Sam didn't make much of a speech and was ill at ease before a crowd. Today he has a big grin, a smoother platform manner and shakes hands all around.

"We have proof, in fact, that Sam, the amateur, has become Sam, the professional. A baby-kisser, mind you! . . ."

What the reporter didn't mention is that Sam Bell Steves was an accomplished baby-kisser before he entered politics. He is rearing four daughters, whose ages are 6, 11, 14, and 17.

In both retail lumber yard and in the mayor's office, Sam has a rich background, traced indelibly by his forebears into the history of San Antonio, Texas.

In 1866, Ed Steves, Sam's great grandfather, founded the Ed Steves Lumber Yard. Now known as Ed Steves and Sons, with Sam at the helm, it is the oldest lumber firm in Texas continuously under the same family name. Of this there is pardonable pride on the part of Sam and four brothers—Albert, David, Walter, and Marshall—all of whom are executives in family enterprises.

Sam is the fifth member of the family to be mayor here, the first chief executive of San Antonio having been his great-great grandfather, John Smith. Then there were Sam C. Bell, his maternal grandfather, Albert Steves, his paternal grandfather, and John Tobin, his great uncle.

Sam was talked into politics by another lumberman-mayor. He is Billy Drake, mayor of Austin, Tex., and head of the Calcasieu Lumber Company.

"Billy was telling me he was running for office," Sam related, "and I asked him why. He said it was just his turn, that they have that kind of arrangement there in the citizens' organization. He brought pressure to bear on me to take an interest in public service.

"Well, it was no secret that we needed to do some house cleaning in our city government here. So in the spring of 1951, I ran for street commissioner and was elected. But I was elected on a platform that called for replacing the commission form with the council form of government, which we proceeded to do. Then in March this year, Mayor Jack White resigned that office, remaining a councilman, and the council chose me for mayor."

In the fall of 1951, another San Antonio lumberman, Mike Cassidy, of the Cassidy Building Materials Company, sought a place on the council and was elected. Cassidy is now mayor pro tem, a circumstance quite pleasing to Mayor Steves. For Cassidy is the type who can shoulder part of the mayor's burden of welcoming all manner of delegations to the Mission City.

"I don't have an office at the city hall," Steves explained, "and the city manager runs things. All I'm supposed to do is be there twice a week, Wednesday and Thursday mornings, for council meetings. But in slightly more than the first four months of the year, we had a total of 69 council meetings."

That isn't all. Sam says he still averages 30 to 40 hours a week on welcoming committees. His average time at the yard is four hours a day, but on some days he doesn't even see the yard. For the first two months, Sam valiantly assumed all the welcoming duties in sight, but the pace proved too fast. Now, thankfully, he divides the welcoming duties with Mayor Pro Tem Cassidy.

But Sam isn't sorry he's mayor. He conscientiously recognized his public duty and walked in with eyes open. He thinks more businessmen should adopt the same attitude. He just had some things to learn, as indicated by the city hall

(*See* MAYOR STEVES *page* 68)

Mayor Sam Bell Steves holds a piece of siding that his great grandfather sold for a ranch house in 1879. It endured 72 years without paint! Last year when the house was torn down, Steves rescued a piece that showed an old method of advertising — painting the Steves name on the under side of the siding. Other yellowing documents framed on Steves' wall include bills of sale dated between 1867 and 1877.

*S*B*S STAFF FOTO*

S·B·S STAFF FOTOS

3 Tested Ways to MAKE LINE YARDS PAY OFF!

By JESS HERRMAN

Control of inventories, credit, and local management helped to make our chain of four yards in Missouri and Kansas profitable

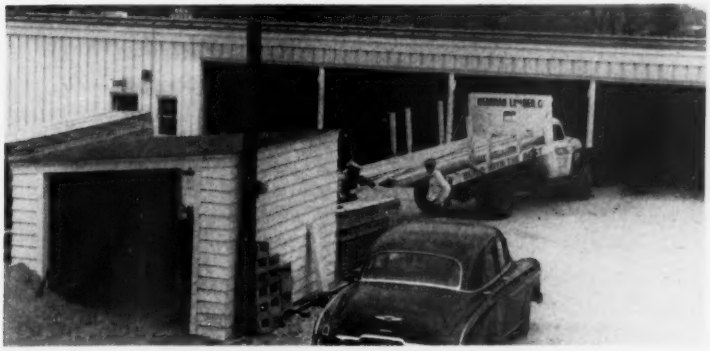
CONTROL of inventory, credits, and local management is necessary for the profitable operation nowadays of a line-yard business. In three years we have tested a control system that permits General Manager Jim Owens to keep in touch with actual conditions in the Herrman Lumber Company's four yards in four towns and to convert almost any business condition to our firm's advantage.

Before we instituted this control system for management of our branch yards in Clinton, Springfield, and Joplin in Missouri, and at Fort Scott in Kansas, we would have been afraid to buy some merchandise in large quantities. But since adopting the new system, we have bought wallboard, for instance, in 10-carload lots, and have sold it in a normal one-car-lot territory at a lower selling price and still realized our full normal profit.

To concentrate our headquarters office facilities more efficiently in our new Springfield, Missouri, branch store, we called on the office planning service of a large local office equipment distributor. Our perpetual inventory system for all four yards is housed in a 16x16-foot room in a series of three headquarters offices to the left side of the new Springfield salesfloor.

This perpetual inventory system is planned so that all four local managers can buy some of their merchandise to take care of price and delivery opportunities. Through a modern card file, perpetual inventory is kept only on lumber, windows, doors, paints, and moldings, and these items are bought only by the general manager at the main office. He buys other items, of course, for some of the yards and makes brand changes that are advantageous.

Each branch yard mails its sales tickets for each day's business to the main office in Springfield each night, along with other pertinent business reports and memos—such



Lumber sheds like this one—320 feet long—flank both sides of the Herrman Lumber Company's new store and office center in Springfield, Mo. By using 2x10s spaced 4 inches apart against 1x6 back boards, the firm achieved the handsome vertical shadow line on the shed walls. Hydraulic dump beds are used on the Hermann trucks for easier loading and unloading.

as a list of merchandise needed to balance local inventories. Items under 100-per-cent inventory control are checked off on each yard's permanent inventory in the file room.

Local yard managers are kept informed of incoming supplies. Managers are encouraged to know as much as possible about the entire operation and this eliminates lots of lost motion.

The system has shown that merchandise may be slow-moving at one point and fast-selling at another yard 100 miles away. The perpetual inventory system, however, does not replace physical inventory taking. It's just a means of making sure that we have enough stock on hand at all branches.

An ideal business is to get a large volume from a low inventory. But we have found that in good years, as well as bad ones, to sell merchandise you must have it in stock—ready to be delivered. So, we see that stocks are balanced in all four of the Herrman Lumber Company yards!

Our trained physical inventory crew goes into action in October each year and winds up its business by January 1. These men check all stock, including that under perpetual inventory control, and their findings are checked against the inventory cards to show if the recorded merchandise is on hand in the lumber yards.

To reduce misleading figures in this respect, each manager is trained to be inventory-conscious. The main thing is to get everything down on paper without creating a system that takes too many people to run it. A shortage of 2x8s, as compared with the card record, doesn't mean that we've lost them. Most likely they were ripped into 2x4s—a fact the manager is trained to record.

Located at left side of the building and facing the right wall, this sales counter in Herrman's new Springfield, Mo., store stays pretty busy and commands full view of the wall and island displays of departmentized building materials. Branch Manager H. E. Grier stands at left. The motto of this four-yard firm is: "Build With the Best!" The showcase front of the new store is angled in, to lick glare, with parking space for 100 cars in front and handsome shrubbery along the elevated walk.

In the main office, the bookkeeping department concerns itself with the totals of cash and credit sales. Credit sales are posted for each yard on a bookkeeping machine. After the 28th of the month, when the books of the four branches are closed, the customers' statements are machined. These are delivered to the branch managers by the first of the month, who send them out locally to credit customers.

Copies of the returns of cash against credit accounts are furnished the credit manager. He prepares a list of unpaid accounts for each branch on the 10th of the month.

Each manager is required to contact each customer who has not (*See* LINE-YARD CONTROL *page* 69)

Facts that will help you sell

PLASTIC SCREENING

By RALPH KIRBY, Managing Editor
SOUTHERN HARDWARE magazine

IF THE RETAIL salesman is to sell intelligently and keep his customers satisfied, he must have an intimate knowledge of all screening materials. In no other way can he confidently recommend that type of screening which will be most satisfactory under specific conditions.

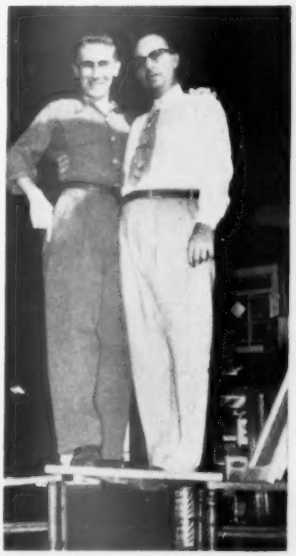
The development of plastic screening broadens the choices available. Like other types of screening, the plastic product has its own advantages under certain climatic conditions. Its availability helps the retail salesman to pinpoint the screening material best suited to a customer's requirements and use.

Plastic screening is a highly durable product with tensile and impact strength equal to that of metal screening. Because it will neither rust nor corrode, its use is especially advantageous in coastal areas. However, plastic screen will melt when directly exposed to high temperatures. It also is somewhat more difficult to install tautly than metal screening.

Particularly significant, plastic screening has a definite price appeal. The cost of this material is higher than that of galvanized screening, but less than the cost of aluminum or bronze screening.

Despite this advantage in price, some customers are skeptical because of the non-rigid nature of plastic screening—of its strength and durability. Such skepticism is not justified by the facts. So, the real job of retail selling lies in using facts and demonstrations to convince the customer of the durability and wearing qualities of the product.

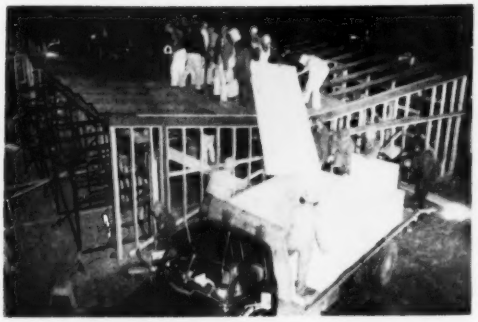
(*See* PLASTIC SCREEN *page* 71)



Finding plastic screen especially suited to the Carolina coastal climate, the Home Builders Lumber Company in Charleston, S. C., has profitably pushed its sale through newspaper, radio, and mail advertising. Manager Simpson Parker uses a factory-furnished dispenser to display this material. He is seen at left closing a sale. Above, he and a salesman stand on a wood-framed window screen to show how they demonstrate the strength of plastic screen.

FROM DESERT TO FARM IN 24 HOURS

Plywood on roof, walls, and fences trims construction labor to a minimum



Three-quarter-inch Douglas fir plywood roof decking was applied to the butterfly roof before daylight. Designed by Washington State AIA members to cope with the Columbia Basin climate, the roof avoids ice dams at eaves in winter; summer heat will escape through high windows around house. The $19,000 house has a utility living core, work area wing, and two baths.

AS THE FLAG to begin swooped down at 12:01 a.m., 300 workmen swarmed over the foundation of a seven-room house. That night, Donald Dunn, his wife, and two little girls slept in their new home.

Dunn was chosen by the Veterans of Foreign Wars to receive this demonstration farm as "the nation's most deserving veteran." Victims of the Kansas flood, his family were presented a farm in the Columbia Basin Project, near Moses Lake in Washington—where land is being reclaimed for use through irrigation.

On May 29, the demonstration-farm crew erected a 12x20-foot chicken house, 23x40-foot cattle shelter, 28x88-foot machinery shed, and the modern farm house, while earth-moving machines dug irrigation ditches and leveled land to prepare it for planting.

Under glaring floodlights, workmen started erecting framing posts on the foundation and joined them with beams to support the rafters while it was still dark. Rafters on the house are exposed and the underside of the single thickness of plywood forms the ceiling. Mineral topping covers the built-up roof.

By 3:00 o'clock, most of the roof decking was in place. Electricians and roofing applicators took over aloft and the carpenters moved to the ground to put up exterior side-wall sheathing. To combat severe racking action of high winds, a structural grade of plywood sheathes both sides of the walls to form a diaphragm for maximum resistance to lateral pressure.

By noon, carpenters turned to finishing details inside and out.

Most spectators then turned to watch the more dramatic progress being made on the farm buildings.

Laminated wood rafters on machinery shed curve between foundation line and beam along the open front. Waterproof plywood roof sheathing was applied to one end before all rafters were in place.

The machinery shed featured laminated wood rafters and waterproof plywood roof sheathing. One end of the building, to be used as the farm shop and garage, was paved with concrete. Two 8x12-foot plywood flush-panel doors were hung on the track.

The cattle shelter and chicken house have vertical cedar siding to match the house. Plastic-surfaced plywood was used to form both roofing and decking. Full 4x8-foot sheets were lapped over like shingles with wedges applied to the rafters to eliminate gaps. No paint or other roofing was required.

Plastic-surfaced plywood also was used for a 100-foot fence that provides privacy for outdoor living and work areas.

By 5 o'clock in the afternoon—actually less than 24 hours after the complete farm was started—Michael Straus, commissioner of the Bureau of Reclamation, turned on the water. Dunn then received the title to a 120-acre farm, worth $50,000, which had been a desert the day before.

S·B·S STAFF FOTOS

Benson Brown, president of the Building Supply Company in Temple, Tex., (behind desk) checks plans for making another small house fit its occupants. He has had as many as 10 new rooms going up at once, pushing his more-than-tripled staff to meet deadlines. The house below shows a room that was added as a child's bedroom. Nearly all additions are made on small new homes bought by ex-G.I.'s.

ENLARGES SMALL HOUSES

This Texas dealer profitably fills unmet need of young, growing families

AS MANY as seven out of 10 young couples who bought five- and six-room small homes on G. I. loans are now disgusted with their lack of space, according to Benson Brown, president of the Building Supply Company in Temple, Texas.

This is particularly true after children come along.

But many of them have put much work into improving the grounds around their home, have made friends in the neighborhood, and for other reasons are not inclined to seek another dwelling. Many could not make the down payment on another house, having already used their G. I. privileges.

A former building contractor who opened his first building material dealership in 1945, Brown decided to go after more remodeling jobs when he opened a new retail showroom in Temple's downtown district in 1950.

But instead of aiming his promotion at owners of older, rundown dwellings, he appealed to those in practically-new homes that were too small. "Most young husbands have received pay raises within the last few years that would enable them to make monthly payments on improvements, even though their living expenses have risen and their families increased," Brown pointed out.

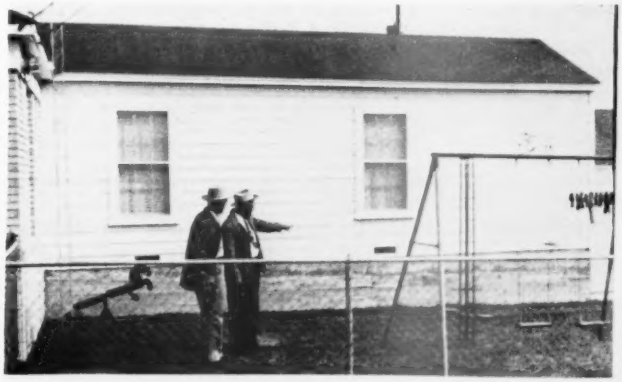
In this prosperous Texas community of about 25,000 citizens, he found plenty of prospects!

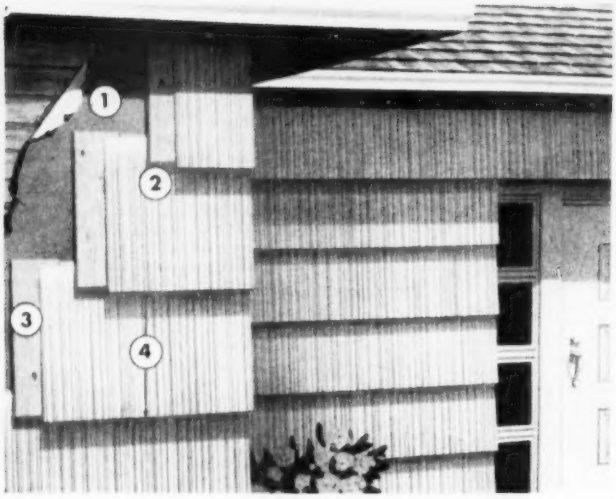
He found that these young families are eager for an extra room, enlarged porch, garage, extra lavatories or baths, or some trim that was originally left off the house because of additional cost.

Being thoroughly familiar with the contracting business, Brown started last January to advertise complete "package deals" on home improvements. His firm sold the materials, hired the workers, and arranged financing under FHA Title I guaranteed loans. Thus the home-owner dealt with only one firm.

"We looked into this market thoroughly," Brown said, "and found that invariably where a dealer had experienced losses, ill-will, and annoying delays, the fault could be traced to lack of sufficient contractors, failure to adhere to original specifications, or even personality clashes. We have found that if we contract the entire job ourselves, guarantee a

(*See* ENLARGES HOUSES *page* 69)





How to figure the costs of

DOUBLE-COURSED SIDEWALLS

ESTIMATING the quantities of shingles needed for double-coursing sidewalls and figuring the cost of such durable exterior finish can be almost as easy—and often more profitable—than figuring the use of other siding materials.

The following methods and rules for such cost and quantity estimating are used by hundreds of material dealers and architects throughout the nation, and they can be used as readily by you.

Red cedar shingles and shakes are bundled by two different methods—Roof-Pack and Sidewall-Pack. A square of Roof-Pack shingles consists of four bundles. It is called a "square," of course, because these four bundles when applied at standard roof weather exposure will cover 100 square feet of roof area.

The standard roof exposure for 16-inch shingles is 5 inches, and for 18-inch shingles it is 5½ inches. A Roof-Pack bundle of 16-inch shingles is packed 20/20—20 courses at each end of the bundle—and a Roof-Pack bundle of 18-inch shingles is packed 18/18.

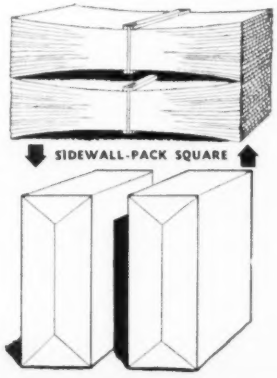
The double-coursing of sidewalls with red cedar shingles or shakes uses two layers of them on each course. Over a first layer of lower-grade shingles, a second course of first-grade shingles or shakes is applied so that the butt edge of this outer course projects about ½ inch below the butt of the inner shingle.

When double-coursed, 16-inch shingles are given up to 12 inches of exposure to the weather. Eighteen-inch shingles are exposed up to 14 inches. Obviously, fewer shingles are required to cover a given area when these greater exposures are used. Therefore, in recognition of the increasing popularity of double-coursed construction, many shingles (particularly machine-processed and pre-stained shakes) are packed in sidewall square units.

These Sidewall-Pack shakes contain fewer courses per bundle than Roof-Pack. Sixteen-inch shakes are packed 16/17, and 18-inch are packed 14/14. Two of these bundles (or cartons) make up a square because they will cover 100 square feet of sidewall area when applied at the standard double-coursing weather exposure of 12 inches for 16-inch shingles, or 14 inches for 18-inch shingles.

But remember that this involves the outer course only, and the same quantity of shingles is needed for the under course. If the shingles used for both courses are Sidewall-Pack, two bundles of each will be consumed to cover 100 square feet of sidewall area if applied at the standard Double-Coursing weather exposure.

In many instances, however, Roof-Pack shingles are such for one or both courses of double-coursed sidewalls. Such Roof-Pack shingles will cover far more than a square (100 square feet) because they will (*See* FIGURING SIDEWALLS *page* 75)



By using the rules and methods explained in this article, lumber dealers can easily and safely figure the quantities of red cedar shingles or shakes required for a double-coursing job—and also the approximate cost of the materials.

WASHINGTON NEWS ☆ ☆

OUT OF the heat of politics and the unseasonable late June weather here came a heartening forecast of the United States of 1975. It came in the giant, five-volume report to the President by a panel of private and public appraisers, chaired by William S. Paley, board chairman of the Columbia Broadcasting System.

The concensus of these private industry and government experts is that the population of the U. S. will rise 42 million within 25 years; 19 million more people will be working in this nation; and spending will about double. So, the challenge will be how to supply the needs for this national growth — not how to doctor a shrinking economy.

In 1975, this forecast indicates, a far more efficient, improved American industry will turn out 40% more appliances and other durable consumer goods, plus 50% more machinery and capital equipment than in 1950.

The sale of new mass-market appliances like air-conditioners, home-freezers, and dishwashers will zoom, while the more familiar refrigerators, TV sets, and clothes washers will level off.

Predictions indicate that our homebuilders will be constructing from 1.3 to 1.6 million residential units a year. They will be sold to replace 500,000 or more old houses each year and to accommodate 800,000 or more new families. This all anticipates an end to "doubling up" and a reduction in the life of houses from the present 75 years because Americans, better heeled, should move out of old houses and into new, larger ones at a faster rate in the future.

These figures also suggest that the house paint market will be expanded nearly 50% over the present level, with manufacturers providing paint for 12.5 million old houses and for up to 1.6 million new dwelling units each year by 1975.

By 1975 this national forecasting panel predicts that the U. S. will need 35% more building materials; 17% more wood products; 414% more aluminum; 54% more iron, and 260% more electricity.

At the same time, government services are expected to account in 1975 for 19% of the gross national product, compared with 15% now.

A shorter work week of from 30 to 34 hours is seen as a likely development, together with a commercial establishment (store or service shop) for every 20 persons, compared with the present average of 1 for 28 people.

DUE TO the intercession of Robert F. Darrah, secretary-manager of the Southern Wholesale Lumber Association, and other industry spokesmen, the House Committee on Banking and Currency wrote into the DPA (controls) renewal bill a provision that will protect lumber distributors against prosecution for violations of the General Ceiling Price Regulation which would not constitute a violation under the subsequent Supplementary Regulation 87. The GCPR, which was effective until January 22, did not specifically authorize normal mark-ups to cost of acquisition, whereas SR-87 permits this.

THE CHAMBER of Commerce of the U. S. has urged Congress to adopt four of eight bills based on recommendations of the Hoover Commission for Government Reorganization. These favored bills are the creation of a commission to study administration of government overseas activities; creation of a national commission in intergovernmental relations; strengthening of operations by various Federal regulatory agencies to assure bi-partisan control; and assignment of District of Columbia coordination activities to the General Services Administration.

WAYS TO STRENGTHEN the Construction Industry Advisory Council will be studied soon by a special committee appointed by Ralph Walker, council chairman and former AIA national president. Sponsored by the U. S. Chamber of Commerce, the CIAC is composed of representatives from more than 100 national professional and trade associations concerned with construction.

The special CIAC study committee includes William Muirhead, president of the Muirhead Construction Co., Durham, N. C., chairman; Richard J. Gray, president, AFL Building and Construction Trade Department, Washington; Frank H. Haines, president, Standard Engineering Co., Washington; Ritchie Lawrie, Jr., Lawrie and Green, Harrisburg, Pa.; Norman P. Mason, chairman of the National Chamber's Construction and Civic Development Committee, and treasurer, Wm. P. Proctor Co., North Chelmsford, Mass.; Norman J. Schlossman, Chicago; Kenneth E. Wischmeyer, St. Louis; Ezra B. Whitman, Whitman, Requardt and Associates, Baltimore; and F. Stuart Fitzpatrick, manager of the Chamber's Construction and Civic Development Department, and committee secretary.

Portland Cement Assn. Makes Staff Promotions

Smith W. Storey, chairman of the board of directors of the Portland Cement Association, has announced four staff promotions that went into effect following a recent board meeting.

G. Donald Kennedy, formerly assistant to the president and consulting engineer, is now vice-president.

W. D. M. Allan, former director of promotion, was elevated to vice-president of promotion.

Evelyn Pinkerton and J. L. Schneider are now assistant secretaries of the association.

"Good idea, if you've got six kids like me . . . or for the U. S. attorney-general's office!"

FEDERAL CONTROLS
that may affect Your Business

CONGRESS passed a compromise version of the Defense Production Act on June 28. Although it was much weaker than the administration sought, President Truman on June 30, made it law. The act extends price and wage controls for 10 months through April '53; rent controls for three months, and allocation controls for 12 months through June '53.

The act has complicated provision for decontrol of housing credit under **Regulation X.** The President shall cause a survey to be made so that, when housing starts for a three-month period, fall below a 1,200,000 annual rate, down-payments higher than 5% will be eliminated.

The act eliminates from controls all wages of $1.00 an hour or less, and wages and salaries in firms hiring less than nine persons.

With the concurrence of the Housing and Home Finance Agency head, the governors of the Federal Reserve System on June 11 amended **Regulation X** to slightly ease the down-payments on new houses in all price brackets. But these reductions were considered only "token" by the industry — especially on houses insured by FHA and costing over $10,000.

PRICES. Supplementary Regulation 106 to GCPR was made effective June 24 by OPS to permit producers, manufacturers, and resellers of specified building and construction materials to adjust their ceiling prices to reflect certain increased transportation costs resulting from freight increases authorized after January 26, 1951.

Under the supplementary order, manufacturers and producers of asbestos cement materials, asphalt and tarred roofing products, blast furnace slag, cement, ceramic tile, clay drain tile, concrete products, crushed stone, fiber insulating board, gravel, gypsum plaster and building products, lightweight aggregates, sand, structural clay products, and vitrified clay products — except ready-mixed concrete and asphaltic and bituminous paving mixes — may apply the exact dollars and cents amount of outbound transportation increases to GCPR ceiling delivered prices.

Re-sellers are permitted to adjust their ceiling prices to reflect authorized inbound freight increases in accordance with the requirements of the Herlong amendment to the 1950 Defense Production Act.

Ceiling Price Regulation 93 on building and construction services is the subject of a new OPS pamphlet giving questions and answers concerning the application of this pricing order.

The pricing of Appalachian hardwoods is covered now by CPR-151 instead of by GCPR. Effective July 2, the new pricing order (**Ceiling Price Regulation 151**) sets dollars and cents ceiling prices for manufacturers of such hardwood lumber. But as under CPR-149 on Southern pine lumber and other set price lumber regulations, re-sellers continue to sell under GCPR, SR-29, or SR-87 — whichever regulation they have elected to follow in pricing such products.

Supplementary Regulation 108 to GCPR grants manufacturers of ready-mixed concrete an increase of 4% in their prices. This was allowed because an OPS industry earnings study showed that the industry's current ratio of earnings to net worth had fallen that much below 85% of their index profit rate. The increase permitted price jumps of 40 cents or so in most areas.

METAL MATERIALS. Improved supplies of copper and aluminum cause NPA to relax their use in construction in these ways:

Under the **M-100 Housing Construction** order, up to 250 pounds of aluminum per dwelling unit may now be self-authorized. Up to 50 pounds of copper controlled materials can now be self-authorized in residential units with steel water pipes, and up to 175 pounds can be self-authorized in dwelling units with copper water pipes.

Rev. CMP Reg. 6, regulating commercial and industrial construction, increases the quantity of aluminum that may be self-authorized for industrial construction to 2,000 pounds. For schools, hospitals, public buildings, and commercial construction, 750 pounds of copper materials may be self-authorized, and up to 1,000 pounds of aluminum products may be used without permit for the first time.

Greater increases in the quantities of copper and aluminum that may be self-authorized by producers of class "B" products are permitted now by **Direction 1 to CMP Reg. 1.**

Because of the steel strike there will be no changes yet in the quantities of steel self-authorized, as contemplated in May and announced tentatively through the press.

MRO. CMP Regulation 5 was amended June 25 to remove the limitation of $1,000 on the cost or quantity of materials used for a single installation project, but retains the quarterly restrictions on expenditures for installations. The amendments are expected to reduce the paper work required of industry for the procurement of maintenance, repair, and operating items.

PAY CONTROLS. All petitions for salary adjustments must now be filed on form **OSS No. 300** or run the risk of return and delay, the Office of Salary Stabilization announced on June 15. This OSS No. 300 form consists of two parts —the transmittal form and the narrative part of the application.

Revised GWR-19 on June 4 was relaxed to eliminate the "review criteria" for employee health and welfare plans. It permits the employer to put into effect 30 days after filing a report, without formal approval, any of these benefits: temporary disability and paid sick-leave benefits; accidental death and dismemberment benefits; hospital and medical and surgical expenses; and group life insurance. Benefits may now be provided for dependents on a non-contributory basis, and retired employees are eligible for full, rather than reduced, life insurance coverage.

Interpretations under **GWR-8** allow employers to make cost-of-living adjustments for employees on a choice of indexes. Included are new rules for making six-month real wage adjustments without an escalator clause under section 4 of this wage order.

DEMURRAGE. Amendments 28 and 29 to **SO-865** extend the expiration date of the order to January 1. Penalty demurrage charges on all freight cars except gondolas and flats are suspended until then.

SUPPLY & DEMAND

SUPPLIES are more normally available, and business is more normally good, although many dealers think it is "bad" or "terrible." The fallacy in their feelings is that business is not as good as it was in 1950, '51, or '48 — whichever year they enjoyed their abnormally high peak business.

Several bright spots on the horizon, however, point to good, if not better, business during the rest of 1952. These include relaxation of Regulation X under the new Defense Production Act; removal of tight terms on home improvements; the hoard of savings many families have to spend; the availability of most materials, and the prospect of more home mortgage funds.

DESPITE building-trade strikes in some areas and the tough Regulation X mortgage terms, housing starts during May were at near record level for the month. The total was 107,000 new permanent urban dwelling units — 6,000 more than in May '51. For the first five months of '52 starts totaled 455,600 — only 1,900 below the same period last year.

Residential contract awards in the Southeastern states for the first five months this year were up 14% from '51. According to F. W. Dodge data, residential awards in the 37 states east of the Rockies were off 1 per cent for the same period.

AS REFLECTED in the 84th quarterly report of the Lumber Survey Committee, the lumber market is still characterized by a feeling of uncertainty and production is trailing that of last year. The committee reported that for the first 1952 quarter, shipments were slightly above lumber output while new orders were about 4% greater than either. Unfilled order files, however, were 20% below March 31, 1951.

NRLDA's monthly survey of retail lumber stocks and sales showed retail lumber sales 5.4% greater than in April '51. Every region showed a gain over March sales, but from April '51 only these four regions showed increases: Middle Atlantic, 34.5%; East South Central, 7%; Mountain, 1%, and Pacific, 14%.

Retail stocks on April 30 were an average of 5.8% less than at that date in '51; were the same as at the end of March, and 12.3% under the December 31, 1940, level. These figures reflect the cautious, balanced buying of retailers in recent months.

THE NATIONAL Lumber Trade Barometer for the week ending June 21 showed shipments 6.3% and new orders 5.9% below production. For the year to date, lumber shipments were 5.6% more than output, and orders were 3.7% greater than production.

The Southern pine report for the week had shipments 3.2% below production, but new orders were 11.82% above output. Actual production, however, was 13.38% below the three-year average, and orders were off 3.2%.

Among other materials, plywood alone is outpacing 1951 figures in both production and sales.

SEVERAL "Critical Defense Housing Areas" currently are enjoying "shots in the arm" by HHFA easing of building terms. Among them are **Fort Campbell, Ky.**, with 50 more rental units programmed to make a total of 625 rental and sale dwellings; and **Milan, Tenn.**, with 80 rental and 20 sale units programmed. On the other hand, the housing program for **Fort Knox, Ky.**, has been cut back from 500 to 206 units due to a reduction in requirements for the area.

As of June 20, according to an HHFA release, 20,000 units of programmed defense housing had been put under construction, with nearly 5,000 completed.

Silver Anniversary for Martin Millwork

The Martin Millwork Co., in Raleigh, N. C., announced its 25th anniversary to the citizens of that vicinity in a six-column ad with pictures of executives and workers and a chatty message about the company.

This custom millwork firm opened May 10, 1927, in an old school building. The following year it moved to its present location and assumed its present name in place of the original Martin and Mangum.

President W. D. Martin, Sr., commented that "we survived the rigors of a depression, a World War, and other chronic ills . . . with flying colors." Three employees have been with the firm since it started and most of them for more than 15 years.

The company now makes millwork with woods from all parts of the United States and from some foreign countries.

SAWDUST: "Don't bother to knock, Junior. Just come on in!"

NEWS of the INDUSTRY

United Support of 4 Organizations to Make Wood-Window Program National in Scope

WITH ENLARGEMENT of its board of directors to include representation of millwork manufacturers and fabricating jobbers from all sections of the country, the American Wood Window Institute became the national agency for the promotion of quality wood-window units at its annual meeting in Memphis, Tenn., June 17.

President F. R. Weddington, of Waco, Tex., Secretary-Manager Erle Racey, of Dallas, and Jim Jordan, of Sioux Falls, S. D., president of the Woodwork Jobbers Service Bureau, related how united support of the millwork industry was gained in St. Louis at the April meeting of the bureau, the National Woodwork Manufacturers Association, Ponderosa Pine Woodwork, and the founding organization—the Southern Sash and Door Jobbers Association.

Weddington detailed the six sources of funds that totaled $176,692 in three years for the start and progress of the American Wood Window Institute.

The 25-cent charge for the metal seals to be placed on approved wood-window units by licensed fabricators will be used to advertise and promote the use of such units locally and nationally through all channels, Racey said.

Several changes were made in the by-laws. The board of directors—including 15 manufacturer and 15 jobber representatives—will set date and place for annual meetings.

The AWWI quality seal identifies wood window units built to a high quality conforming to the AWWI minimum specifications. A specimen of each unit bearing the quality seal must have been tested by an approved laboratory.

ON OUR COVER

The eight men pictured on the ballroom stair in the Hotel Peabody symbolize the united front that developed behind the quality seal program of the American Wood Window Institute in Memphis, June 15-17. They represent the four stock millwork organizations that have joined together to aggressively promote stock wood window units. From left, they are M. C. Davidson, immediate past-president of the Southern Sash and Door Jobbers Association; F. E. Bissell, president, Ponderosa Pine Woodwork; H. C. Gorbet, new president of AWWI; Adolph Pfund, secretary, Woodwork Jobbers Service Bureau; Ormie C. Lance, secretary-manager, National Woodwork Manufacturers Association; D. G. Pilkington, PPW secretary, and Barney Gallagher, SSDJA secretary-treasurer.

EXCLUSIVE S*B*S FOTO

THE ENLARGED board of directors of the American Wood Window Institute is seen above, in an exclusive S*B*S picture, at the organizational meeting in Memphis, Tenn., on June 17.

On far side of table, left to right, the board members include J. R. Druhan, McPhillips Mfg. Co., Mobile; L. L. Gibson, Long Bell Lumber Co., Kansas City; C. W. Fischer, Hallack and Howard Lumber Co., Denver; Fred Bissell, Carr, Adams and Collier, Dubuque, Iowa; F. R. Weddington, Wm. Cameron and Co., Waco; Coleman Dever, Ideal Co., Waco; and E. G. Thuresson, Associated Door and Plywood Co., Chicago.

New AWWI officers are at head of table. From left they are W. A. Compton, Allen Millwork Mfg. Corp., Shreveport, vice-president; H. C. Gorbet, Huttig Sash and Door Co., St. Louis, president; M. C. Davidson, Houston (Tex.) Sash and Door Co., treasurer, and Erle Racey, Dallas, secretary-manager.

Board members on right side of table include M. D. Ebert, Gate City Sash and Door Co., Fort Lauderdale, Fla.; L. G. Riecke, Tulane Hardwood Lumber Co., New Orleans; Frank Stevens, Waco sash and door jobber; A. L. Jordan, Jr., Jordan Millwork Co., Sioux Falls, S. D.; J. Reese Jones, Jr., Victoria Sash and Door Co., Shreveport; and J. B. Carney, Oklahoma Sash and Door Co.

Other members of the new AWWI board include Jim Rowland, Andersen Corp., Bayport, Minn.; Osborne Schaefer, Central Woodwork, Inc., Memphis; Ivan H. Ramsey, Curtis Companies, Inc., Clinton, Iowa; L. C. Paisley, Farley and Loetscher Mfg. Co., Dubuque, Iowa; F. E. Priser, Goshen Sash and Door Co., Goshen, Ind.; Claude F. Wilson, Inc., Kimball and Wilson, Inc., Detroit; Tom M. Hatch, Whitmer-Jackson Co., Cleveland, O.; Carl Horn, Iroquois Millwork Co., Inc., Albany, N. Y.; L. J. Roedel, Rogers, Adams-Rogers Co., Indianapolis; L. J. Roedel, Oregon Lumber Co., Baker, Ore.; Fred A. Hoerner, Rockwell Sales Corp., Chicago; David P. Steves, Steves Sash and Door Co., San Antonio; W. Horace Woods, Geo. C. Vaughan and Sons, Inc., Houston; and Anthony Mainieri, General Woodcraft Co., Inc., North Bergen, N. J.

HHFA Starts Series of "Construction Aids"

The division of housing research of the Housing and Home Finance Agency has released the first three in a series of "Construction Aid" publications.

Publication of these booklets was prompted by a need for coordinated information on use of alternate materials and design principles during the scarcity of some materials brought about by the defense emergency. All recommendations in the series are illustrated and accompanied by specifications. Many of the ideas are not new but have not been in common usage.

The first three booklets cover "Plumbing Fixture Arrangement," "Roof Gutters," and "House and Site United."

Joseph H. Orendorff, director of the division of housing research, points out that while all recommendations have been thoroughly tested for satisfactory performance, his agency is aware that some ideas may have to be modified for various parts of the country.

Simple sketches, well labeled, illustrate various material-saving plans for installation of house plumbing. Plans include consideration of such appliances as washing machines and water heaters. In an average five-room home with one bath, estimated savings through these ideas include 10 feet of 3- or 4-inch cast-iron soil pipe; five feet of galvanized steel drainage pipe; 10 feet of galvanized steel vent pipe, and 15 feet of water piping over more common systems.

Booklet No. 2 covers roof minimum gutters required to service rafter, hip, shed, and butterfly roofs. It contains tables of gutter and downspout sizes.

Booklet No. 3 offers a concise but comprehensive discussion of ways to make the best of all site contours. For various types of lots, it offers many "do" and "don't" sketches for house placement, basements, and terracing. It includes simple information about designing a house to get the best use of sun's rays in winter and summer.

All booklets are offered for 15 cents each by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Steel For Homes

To emphasize to builders and architects that stainless steel — unlike many other metals — is available for homebuilding, the committee of stainless steel producers of the American Iron and Steel Institute is sponsoring an exhibit at 101 Park Avenue, New York City. The exhibit features chromium stainless gutters and downspouts, bathroom fixtures, sinks, and drainboards. A stainless steel specialist in attendance at the exhibit answers questions for visitors.

TECO Offers Course in Wood Laminating

In line with the expanding field of wood laminating, the Timber Engineering Co., affiliate of the National Lumber Manufacturers Association, will hold a special summer course of instruction in adhesives and laminating methods at its Washington, D. C., research laboratory, August 4-8.

C. A. Rishell, director of research, pointed out that "since this program of glue courses for industry and government personnel started about two years ago, many changes have taken place.

"We have demonstrated to the Bureau of Ships that red oak lumber can be impregnated with approved preservatives, then glued to produce excellent bending timbers. The techniques involved will be included in our August glue school."

As an added feature, students will go on a field trip through a modern laminating plant near Washington.

Details can be obtained from TECO, 1319 Eighteenth Street N. W., Washington 6, D. C.

"Public Housing" Rejected by Voters

When the public is given the chance to vote on socialized housing, it has been rejected in 37 out of 48 cities, a comprehensive survey by the National Association of Home Builders shows.

Most recent defeat of public housing was in Los Angeles, where voters on June 3 chalked up over a 120,000 plurality against tax-subsidized Federal housing projects. The ill-fated scheme would have cost U. S. taxpayers $100-$300 million. It would have cost Los Angeles citizens another $67 million—an average cost, in one tax form or another, of $35 each for the two million inhabitants.

The Los Angeles result is a general example of how people are reacting to the controversial idea of public housing. Confronted with objective facts and figures on how "something for nothing" programs actually affect their pocketbooks, taxpayers generally oppose such measures.

In stating its reasoning for the anti-public housing sentiment and resulting majorities in recent referendums, the National Association of Home Builders said that labor and minority groups—from which much organized propublic housing agitation has emitted — evidently vote first as home-owners, and second as members of their labor and minority groups.

Here is the scoreboard of rejections by local referendums: Tucson, Ariz.; Pine Bluff, Ark.; Los Angeles, Patterson, and San Luis Obispo, Calif.; Bristol and Southington, Conn.; St. Petersburg, Fla.; Decatur, Ill.; Flint, Grand Rapids, and South Haven, Mich.; St. Joseph and Columbia, Mo.; Clifton and East Orange, N. J.; Jamestown, N. Y.; Akron, Ohio; Astoria, Lane County, and Portland, Ore.; Dillon, S. C.; Rapid City, S. D.; Belton, Edinburg, Houston, Lubbock, Raymondville, and Tyler, Tex.; Roanoke, Va.; Seattle and Yakima, Wash., and Kenosha, LaCrosse, Madison, Milwaukee, and Racine, Wis.

Elections where public-housing programs have been victorious:

Arkadelphia and Little Rock, Ark.; Gonzales and Soledad, Calif.; Miami, Fla.; Valdosta, Ga.; Bay City, Mich.; Freeport, N. Y., and Beaumont, Caldwell, and Waco, Tex.

Wood-Window Posters and Literature Free!

Because Ponderosa Pine Woodwork is joining other allied trade associations in an all-out quality unit promotion through the American Wood Window Institute, the Wood Window Program now offers free—as long as they last—a variety of outdoor billboard posters and direct-mail folders.

The two outdoor posters are the regular 24-sheet type that can be mounted on regular billboards or put up on the sides of lumber sheds or yard fences. One shows grandfather and child sitting together by a trio of double-hung windows with the message, "Good for a lifetime . . . Wood Windows." The other shows a child snuggling by a dog in a similar scene with the copy, "for lasting protection . . . Wood Windows."

The free literature includes four broadsides. They are entitled "Here's the Latest," "Let in the Spring!", "That Man is Almost Here Again," and "Bright Ideas for Your Home."

A large consumer folder entitled "It's in the Wood," lists 20 reasons for using wood windows. It may be used for store poster or window display.

Four envelope stuffers are entitled "More Beauty . . . More Comfort," "Solid comfort for you . . . with our Wood Storm Sash," "Ideal Year-round Comfort," and "Bring Nature into Your Home with Wood Picture Windows."

For free supplies of these items —in nominal quantities—write to D. G. Pilkington, 38 South Dearborn Street, Chicago 3, Ill.

G-E Reorganizes Sales at Appliance Park, Ky.

In connection with the centralization of research, engineering, manufacturing, and marketing activities in its new multi-million-dollar Appliance Park at Louisville, Ky., General Electric recently announced the regrouping of its major-appliance marketing activities.

These now include special accounts, sales planning, and distribution, according to Marketing Manager Louis H. Miller.

Charles W. Theleen, whose position as manager of sales was discontinued, is now manager of special accounts. John F. McBride, former manager of marketing for the range and water heater department, will serve as manager of sales planning. Herbert A. Warren, Atlanta, Ga., district manager of appliance sales, will be manager of distribution.

T. D. Eberhardt continues as assistant to the manager of marketing and manager of marketing accounting. Charles J. Enderle is assistant marketing manager.

Tennessee Products Sets Up Scholarship System

The directors of the Tennessee Products and Chemical Corporation, Nashville, recently established a college scholarship fund for employees' children. The plan was submitted by President Carl McFarlin.

Five scholarships will be awarded each year to deserving high-school graduates, starting with the 1952-53 term. Each one-year scholarship is renewable, when merited, throughout four years of college. Each is for $750, so that by the end of the fourth year, some $15,000 will be used during the year for 15 renewed scholarships and five new ones.

ALABAMA LEADER

A. B. Carroll, new president of the Alabama Forest Products Association, is pictured above with part of the exhibit of the American Forest Products Industries, Inc., at the recent annual meeting in Birmingham. Carroll heads the Hurtsboro Lumber Company and the Hurtsboro Oak Flooring Company in Hurtsboro, Ala.

20 Manufacturers Help Sponsor Traveling Show

Twenty leading American companies are cooperating with the Henry Ford Museum to sponsor "Industrial Progress, U. S. A.," a free traveling exhibit that will present America's industry progress to all cities with 100,000 or more population.

The American Radiator and Standard Sanitary Corporation display illustrates outstanding contributions of the heating and plumbing industries. Today's central heating is compared with the foot-warmers and bed-warmers of the 18th and 19th centuries. Utility tongs for lifting coals from fireplaces are contrasted with modern kitchen devices. Bathroom fixtures are compared to the pitcher and wash basin, tin dipper and pail.

The lamp division of the General Electric Company has a display that shows illumination improvements. Its major appliance division emphasizes progress in cleaning clothes and household linens.

The Yale and Towne Manufacturing Company has worked up a display of locks used during America's history.

Other fields in which progress is demonstrated are women's and men's fashions, telegraphy, sewing machines, automobile tires, photography, glass containers, metal containers, firefighting, electric power stations, railroads, radio and television, timekeeping, cooking utensils, typewriters, and electric auto equipment.

Color transparencies will be shown to present product information not covered by the displays of veteran manufacturers.

Certification Program for Perlite Institute

The Perlite Institute recently held its spring meeting at Camelback Inn, Phoenix, Ariz. Fifty-two members from 22 states attended.

One result of the three-day sessions was the Perlite certification program. This will assure any buyer that bags of perlite containing the Perlite Institute insignia will comply with specifications of the American Society for Testing Materials and the American Standards Association.

Guest speaker at the convention

was Arthur T. Roitt, executive manager of the California Lathing and Plastering Contractors Association, who discussed amazing progress of perlite in his area.

This meeting also served to introduce many members to the new institute secretary, R. L. Davis.

Wallpaper Training for Dealer Personnel

The National Wallpaper Training Institute will again be held at the University of Houston in Texas, September 1-5.

The executive advisor, James C. Taylor, commented that "many wallpaper dealers do not realize that the conversation a salesman uses makes a difference in whether the customer buys from him."

Workshops will again be set up where students can put to practical use the ideas gained in lecture sessions. One room will be equipped with types of furniture so students can see various style combinations.

Among the speakers this year will be such outstanding persons as Warren Piaget, M. H. Birge Co.; William Burten, United Wallpaper Co.; Dr. W. W. Cook, chairman, Fine Arts, University of Houston; Roy Jacobs Sr., William Cameron Co.; Luther Lalendorf, Columbus Coated Fabric Corp.; Garlgein Newsom, Lubbock, Texas; Dr. Eugene H. Hughes, Dean, College of Business Administration, University of Houston; J. E. Seguine, Wall Stylists Inc.; J. C. Crowell, Kuhn Paint Co., and J. W. Staehlin, master craftsman, Houston.

Last year, over 100 students from 61 Texas cities and eight other states attended the institute. Dealers came from as far away as California and Indiana for the annual course.

Information is available from the National Wallpaper Training Institute, University of Houston, 705 Fannin, Houston, Tex.

New Customer Magazine for Dealer Use

Starting this month, lumber dealers can distribute to their customers and prospects a new magazine for home-makers, *Dream Home*.

The publication will feature articles about products made by members of the Western Pine Association, such as Idaho white pine, inland red cedar, white fir, ponderosa pine, and others. New-home and re-decorating ideas will be offered in each issue.

Dream Home will be published 12 times a year, and is offered to dealers on a 12- or 6-time basis, with their name and address imprinted on the cover. The 10-cent-a-copy price includes postage and handling.

More details can be secured from Dream Home, 216 S. E. Grand Avenue, Portland 14, Ore.

Cheaper Methods Seen for Producing Metals

Development of important, new techniques which, it is believed, will drastically reduce current costs of metals production was announced by the Chemical Construction Corporation.

The processes, described as "basically new and revolutionary," involve the treatment of ore concentrates by chemical methods, instead of the usual smelting and refining techniques, to produce pure metals. Several of the many applications are now scheduled for commercial use.

"Although we have conducted extensive fundamental research and development work on these techniques in a considerable part of the field of metallurgy," General W. N. Porter said, "each commercial application requires specific technical adaptation and pilot-scale data for engineering design. In collaboration with Sherritt Gordon Mines Limited, a nickel-copper-cobalt process has been researched and piloted for that company's Lynn Lake properties."

"Lower metals prices," he said, "will not necessarily be the immediate effect of the new processes because of the insistent demands for metals. However, reduced metallurgical treatment costs will permit the economical mining of ore bodies with lower metal content. This, in turn, will permit a considerable increase in metals production to meet today's high demands."

First commercial use of one of the processes will begin this summer when Chemico expects to complete the building of a two and one-half million dollar cobalt refinery for Howe Sound Mining Company near Salt Lake City, Utah. This plant will boost world output of the strategic metal, most of which comes from Central Africa, by more than 40 per cent.

Also under construction at the Fredericktown, Mo., mine of National Lead Company is a $5,000,000 refinery which is scheduled for completion in mid-1953. With a designed capacity of 50 tons of concentrate per day, National Lead Company plans to maintain an annual production at this plant of 700 tons of cobalt, 900 tons of nickel, and 700 tons of copper, plus 7,500 tons of fertilizer-grade ammonium sulfate.

A vitally important development that may soon find commercial application is a new process for production of pure copper powder from any form of copper scrap, brass scrap, or blister copper. It achieves virtually 100 per cent extraction. The product, better than 99.9 per cent pure, meets all standards for oxygen-free, high-conductivity electrolytic copper. The process, which presented major development difficulties because of the complex chemistry involved, was accomplished by Chemical Construction during two years of close collaboration with Chemetals Corporation.

"In converting from the old smelting and refining methods to these newly developed processes," General Porter said, "it is expected that costs of scrapping existing facilities in many cases can be made up in about three years from operating savings."

PERSONNEL PARADE

GEORGIA - PACIFIC PLYWOOD CO.: *Willis L. Campbell*, vice-president and treasurer of the General Insurance Co. of America for the past six years, has been appointed vice-president and assistant to the president of the Georgia-Pacific Plywood Co. A graduate of the University of Washington, Campbell served as a lieutenant colonel in the War Department general staff for three years.

UNITED STATES PLYWOOD CORP.: *Raymond C. Platow* has joined the research and development staff as chief materials engineer. He formerly was on the

technical staff of the Bell Telephone Laboratories, where he did research in plastics, adhesives, sandwich constructions, and laminates.

MINNESOTA AND ONTARIO PAPER CO.: The appointment of *Robert Faegre*, vice-president, as chairman of the executive research committee was made recently by President J. B. Faegre, Sr. Robert Faegre joined the company in 1938 as a special representative for Insulite in Denmark. He became a vice-president in June, 1951.

FEDERAL HOUSING ADMINISTRATION.: *E. T. Stearns* resigned as director of the FHA office in Fort Worth, Tex., to enter private business. His former assistant, *O. A. Gasaway*, succeeded him as director on July 1.

U. S. FOREST SERVICE: Secretary of Agriculture Charles F. Brannan has appointed *Richard E. McArdle* as chief of the Forest Service. He succeeds *Lyle F. Watts*, chief forester for nine years, who is retiring.

PERLITE INSTITUTE: *Richard S. Funk*, former Ohio newspaper and advertising executive, heads the new public relations department with headquarters in the New York office. This new department will coordinate public relations activities for the institute's 48 members.

CELOTEX CORP.: The new manager of the Dallas, Tex., branch is *Dudley R. Utter*, who was transferred from New Orleans. Former Dallas Manager *Wayne D. Hunter* resigned. *Carleton H. Maier*, senior sales representative in the New Orleans territory, succeeds Utter as branch manager there.

JOHNS-MANVILLE CORP.: *A. L. Fowler*, St. Louis assistant district manager of the building products division, has been appointed assistant to the merchandise manager of that division. He will assist E. K. Clark in the New York office. Fowler has been with Johns-Manville since 1916, with time out for service in World War I.

ATLANTIC STEEL CO.: Robert S. Lynch, president of this Atlanta metals manufacturer, recently was presented the annual Metalworking Southeast award by the Georgia chapter of the American Society for Metals. The award was in recognition of Lynch's outstanding contributions to the organization as committee, chapter, and national leader, and constant benefactor.

ALLEGHENY LUDLUM STEEL CORP.: Russell M. Allen, vice-president in charge of sales, has a new assistant, *Truman B. Brown*. He comes to this newly-created post from Detroit, Mich., where he was sales manager. *Ian R. Kiltie* succeeded him in this position.

MORRISON STEEL PRODUCTS, INC.: New sales manager of the Mor-Sun furnace division is *John K. Farrar*, who rose from assistant manager. He joined the Mor-Sun organization in 1950 as a salesman.

VIRGINIA METAL PRODUCTS CORP.: The appointment of *James W. Gould* as advertising manager has been announced by President Joseph A. Patrick. Until recently, Gould was assistant advertising manager of the E. F. Hauserman Company.

LONE STAR CEMENT CORP.: *H. A. Sawyer* was elected president of the company at a recent meeting. Former vice-president in charge of the Louisiana division, he succeeds *R. A. Hummel*, who is now chairman of the board.

UNITED STATES RADIATOR CORP.: New manager of the warm air furnace division is *Raymond R. Harnetiaux*, who joined the corporation on his return from Korea, where he was a major in the engineer corps.

RUBEROID CO.: *E. J. O'Leary*, vice-president and general sales manager, was elected a director of the company recently. He joined Ruberoid 21 years ago and formerly served as manager of the Dallas, Tex., and Mobile, Ala., districts.

Tennessee Dealer Survey Shows Sales Slower and Profits Lower During 1951

INVENTORY TURNOVER was slower and, therefore, net profits were lower for building material dealers in Tennessee in 1951, compared with 1950. At least that's what the Tennessee Building Material Association's annual survey of the cost of doing business reveals.

An analysis of the financial statements of 85 business firms by the University of Tennessee's Bureau of Business Research showed that the 85 reporting firms had an average inventory turnover during 1951 of 4.40 and an average net profit from operations of 4.50 per cent of net sales. These figures compare with those on 95 dealers from the 1950 survey of 5.22 turnover and 5.50 per cent net profit.

Although reporting corporations had the highest average mark-up on cost in 1951—39.42 per cent, partnerships enjoyed the greatest average turnover (5.68) and also net profit (6.34%). The average mark-up on cost for all 85 firms was 37.23—slightly more than the 36.75% average for '50.

By city size, firms in cities of 40,000 or more had the highest average mark-up (42.53). But the average inventory turnover (4.87) was greatest for those in towns of from 10,000 to 20,000—and the highest average net profit (4.97%) was enjoyed by dealers in towns under 10,000 population.

The analysis and comparison of operating results for all 85 dealers in 1951 showed net sales averaging $385,502. Cost of materials sold was 72.9%; shop expenses, 3.8%; gross profit, 23.3%; yard and warehouse expenses, 2.7%; delivery expenses, 3.4%; selling expenses, 3.8%; administrative and office expenses, 8.9%; net profit before income taxes, 4.9%.

The 3.8% selling expenses included 2.7% for sales salaries and commissions, 0.6% for advertising, and 0.5% for other selling expenses.

New Lehigh Plant

The Lehigh Portland Cement Co. has bought a site in Jacksonville, Fla., for establishing a bagging and distribution plant for the firm's new cement factory at Bunnell, Fla.

The plant will include about five cement storage elevators, each 100 feet tall and 25 feet in diameter. The cement will be brought from the Bunnell factory by barge and put into the elevators for bagging and distribution to customers in this area.

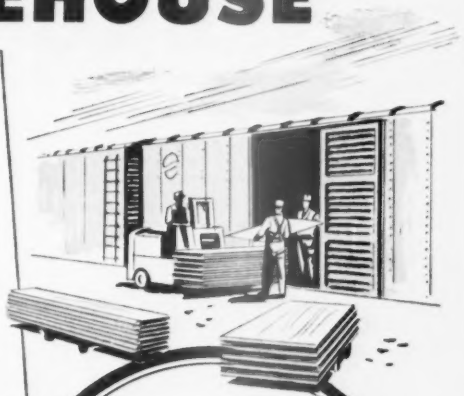
PLYWOOD, LUMBER, DOORS

Get fast delivery from our convenient wholesale distribution WAREHOUSE

G-P Decorator Doors

The smooth, clean "modern design" lines of new G-P Decorator Doors will broaden your market for panel doors. Both Interior and Exterior grades. Now you can offer your customers custom-styled beauty at low budget prices. Hard-hitting advertising in architectural and builder publications is now at work creating customers for you. Call your G-P warehouse and ask for the new G-P Decorator Door folder.

. . . and don't forget these other G-P specialties: GPX, the plastic-faced plywood with more than 60 proven uses; G-P Crownply, the decorative hardwood plywood and G-P GIANT scarfed panels in 12', 14', 16' lengths and up.



G-P PRODUCTS

GPX Plastic-faced plywood
G-P Crownply hardwood plywood
G-P WedgeWood decorative paneling
G-P Plysheet Southern plywood
Douglas Fir Plywood
Giant-sized Scarfed panels
Fir pattern Doors
Hardwood Flush Doors
Cypress and Redwood Lumber
Southern pine
Western lumber
Treated lumber and timbers
Residential and factory flooring
Mouldings

GEORGIA—PACIFIC
PLYWOOD COMPANY
Southern Finance Bldg., Augusta, Ga.
CALL 2-8383

Operating Guide

(*From page* 35)

"In the event of unusual items not normally carried in stock, the various wholesale catalogs in the office should be consulted. Spare time might profitably be utilized in becoming familiar with them. In other words, develop your initiative. Don't let others make decisions for you. Make your own, keeping in mind the over-all purpose of the organization, to assist you in reaching a decision.

"4. From time to time an employee may find it desirable to purchase merchandise normally handled by the company. When, and only when, the material is for the personal use of the employee, it will be sold at a 10% discount. In all other instances the price will be the normal retail price.

"5. The person who maintains an interest in his work and who develops his initiative will benefit thereby in many ways:

(a) He will become more proficient in his special field, with the result that he will be more valuable to the company.

(b) If he doesn't already enjoy his work, he will soon learn to do so.

(c) Probability of pay raise will be greater.

(d) Probability of promotions will be greater.

"**The person** who is satisfied in doing just what he is told to do will rarely ever advance very far in any chosen field of work. Try to do what you are doing better than anyone else can do it and try to learn other types of work than what you are now doing.

"6. After an employee has been with organization for a period of not more than three months he is eligible to participate in the Blue Cross, Blue Shield program. The company will and does pay the employee's premium and, if he so desires he can include his family for $3.80 per month at his expense.

"After an employee has been with the organization for a period of six months or more, he is eligible for participation in the group life insurance program. This consists of a $2,000 life insurance policy which is paid for by the company. In both of these instances, it will be the responsibility of the employee to remind the manager or his assistant when the necessary time has been accomplished and to fill in the application.

"7. At present, your vacation plan is as follows: First-year employees get one week with pay, second-year or more employees get two weeks with pay. Aside from the above, except under extenuating circumstances, all other time off will be without pay, provided however, that in the case of time off due to sickness, due consideration will be given to length of time with the organization.

"**In the case** of the extenuating circumstances mentioned above, it is readily recognized that occasionally an employee is required to be off for reasons beyond his control. Due consideration will be given in these instances and each case will stand on its individual merit. However, it should also be readily recognized, that an unjustifiable or unwarranted abuse of this privilege will abolish it for one and all. From a management point of view, it is an unpardonable sin to show favoritism.

"8. If, in the opinion of the manager, the company has been progressing satisfactorily during the year, bonuses will be paid as follows:

"Approximately one week's pay directly after June 30th, and two weeks' pay during the latter part of December. These bonuses are pro-rated, based upon length of service with the company.

"Normally, bonuses are paid at the end of the year, but it is felt that a little help in the middle of the summer is generally appreciated.

"9. This organization is divided into various departments. The balance of this Guide will be taken up with these different departments, discussing their purpose, responsibilities, and specific instructions regarding their operation. An organization chart, showing each department with its respective head is shown on the last page of this Guide.

MANAGER

"1. The manager is responsible for the successful operation of the business. Naturally, he is interested in whether the business operates profitably, but it is felt that this will take care of itself automatically if the organization as a whole successfully accomplishes its purpose. That is to serve the public in the supply of building materials in a manner to be a credit to the community and to the building supply industry. The accomplishment of this purpose, therefore, is his chief concern.

"2. The manager, of course, exercises supervision over all departments, consulting with department heads from time to time concerning their problems, policies to be followed, etc. *It should never be necessary for the manager to remind a department head that his department needs attention regarding appearance.*

"3. In addition to the above general duties, the manager will take care of most of the buying. In connection with this duty, he requests the cooperation of all department heads in keeping him advised of their needs. Each department head is responsible for maintaining an adequate stock of materials in his respective department.

"**4. The manager** is keenly interested in the personal welfare of all the employees. He, therefore, urges them to feel free to discuss with him at any time any personal problem which might be bothering them. Although he doesn't consider himself to be any Mary Haworth, he nevertheless might be in a position to offer some suggestion which may be at least a partial solution.

"5. If a situation arises whereby a department head may feel that a course of action is called for which is contrary to existing policies, it is requested that, if at all possible, the manager be consulted before taking such action. However, this instruction should not be construed as curbing or discouraging initiative. The above action should be taken only when the circumstances are at considerable variance with existing policies. Minor variances should be handled at the discretion of the department head.

(*To be continued next month*)

Educated Hoodlums!

Burglars who broke into a Findlay, Ohio, lumber dealer's store recently apparently knew something of the insulating, fireproofing, and shock-absorbing qualities of vermiculite.

Before dynamiting the safe, they carefully stacked bags of vermiculite around it, preventing damage to a nearby plate-glass window and dimming the sound of the blast.

THESE WIZARDS WITH WOOD

Get the town's population
To thank helpful Hank
With a great celebration

How? How? How? A dozen times a day customers ask you how! How to fix wood . . . how to finish wood! Well, *here's how!* Recommend Weldwood Glue, Firzite and Satinlac. These wizards give such wonderful results, they make friends for you wherever you sell them. And each sale gives you a healthy profit besides.

Largest Selling Wood Glue —

WELDWOOD® PLASTIC RESIN GLUE

For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE*

Recommend WHITE Firzite for magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, recommend WHITE Firzite tinted with Colors-in-Oil. For soft wood and fir plywood *paint* jobs, recommend WHITE Firzite as an undercoat, to help prevent grain raise or checking. (For soft wood or fir plywood *stain* jobs, recomment CLEAR Firzite, to tame wild, unsightly grain. Over 40 million feet of fir plywood sold every week—what a market for Firzite!)

Big demand for natural wood finishes, sells

SATINLAC*

The big modern style trend is for light natural wood finishes—on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

*Trade Mark

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.
and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities — Distributing Units in Chief Trading Areas

Strictly WHOLESALE

Van Kirk Is Manager for Material Wholesalers

The National Building Material Distributors Association opened new offices at 111 West Washington Street, Chicago 2, Ill, June 1.

S. M. Van Kirk, former assistant manager of the Insulation Board Institute, resigned that position to become secretary - manager of NBMDA.

Van Kirk attended Illinois Institute of Technology and was in the sales department of the United States Gypsum Company before World War II. Leaving the Corps of Engineers as a major in 1946, he joined the insulation institute.

The four major functions of NBMDA include increasing sales volume of products handled by wholesale building material distributors; gaining increased recognition for such distributors; increasing services of distributors, and establishing objectives that promote orderly competition.

John P. Ashton, Des Moines, Iowa, is president for 1952. Art E. Lundgren, Tacoma, Wash., is vice-president, and Harold W. Sparks, St. Louis, Mo., is treasurer.

Directors include Spencer N. Havlick, Green Bay, Wis.; W. E. Loefelmacher, Rockford, Ill., and Lee T. McCourt, Memphis, Tenn.

★ ★ ★

HIGH POINT, N. C.: The Williams Sales Company here has moved into new private offices at 186 Main Street from the former Sheridan Hotel location. This firm wholesales lumber to dealers in the Carolinas and Virginia, and also in the Middle Atlantic states.

SSirco Promotes Petris to Product Manager

J. W. McIntire, executive vice-president of the Southern States Iron Roofing Co., Savannah, Ga., recently announced promotion of three officials, one of whom started his SSirco career as an office boy.

Starting with the company 14 years ago, Jule Petris rose from office boy to cost clerk by the time he went into the army in 1943. After three years, he returned to SSirco as a salesman and became office manager of the sales department in June, 1950. His latest promotion raises him to product manager.

He succeeds Victor L. Johnson, who was advanced to director of purchases. Johnson came to SSirco in 1950 from the General Plywood Corp.

Francis Dasher, former assistant manager of export sales, replaced Petris as office manager. His first position in 1944 was timekeeper and stock clerk.

NORTH LITTLE ROCK, ARK.: The Fischer Lime and Cement Co. opened a new branch here at 1650 East Washington Avenue. It has distributed building supplies in Arkansas and the Mid-South area since 1906.

MIAMI, FLA.: H. J. Hechler has added a new type of building material, cellular cellulose acetate, to his lines of building supplies. It is made by the Strux Corp.

DALLAS, TEX.: The Earl M. Jorgensen Co. has been appointed distributor by Kaiser Aluminum and Sales, Inc., of specification and utility sheet and rod and bar aluminum. The Dallas plant has complete warehouse stocks and facilities for cutting.

WASHINGTON, D. C.: Martin T. Wiegand, local lumber wholesaler and past Hoo-Hoo grand snark of the universe, served as Resolutions Committee chairman at the 37th annual convention of Kiwanis International in Seattle, Wash., last month. While there Marty saw dozens of other building material distributors.

MACON, GA.: W. O. McNair, president and general manager, announces the promotion of C. B. Cheney, Jr., to the position of sales manager and assistant general manager of the McNair Lumber and Supply Company, Inc., local retailers and wholesalers in Georgia of building materials. A native of Macon, Cheney joined the McNair firm in 1947 after graduating from Mercer University. He served in the South Pacific theater with the U. S. Air Corps during World War II. Cheney completed the sixth short course in building materials distribution at the Georgia Institute of Technology in 1950.

MANHATTAN, KAN.: The Hardman Lumber Co., manufacturers and wholesalers of building supplies with headquarters in Osborne, opened a new branch here on the southwest end of the city. Amos Peterson is manager of the Manhattan branch.

MIAMI, FLA.: The Roddis Plywood Corp., Marshfield, Wis., has opened a warehouse here. This is the 39th in its chain scattered across the country. Frederick H. Smith was transferred from the Newark, N. J., branch to manage the new warehouse.

TAMPA, FLA.: Hardware dealers from all parts of Florida attended the recent opening of a new Spicola Hardware Co. warehouse at 605 19th Street.

Engineered Strength→

Number 1 Reason For

PAINE REZO DOORS

TM REGISTERED

Just as architecture is a precise science, so the interlocked, cross-braced, ventilated construction of the Paine Rezo core is precision engineered to withstand the stresses and strains produced by the constant change of temperature and humidity. No other hollow core flush door can match this great structural strength that provides the year-in, year-out STABILITY that means trouble-free service to the home owner — and YOU.

This unfailing performance, that goes back to 1936, has made Paine Rezo the choice of architects and contractors more than five million times. It has also made the company behind it the world's largest mills devoted exclusively to the production of hollow core flush doors . . . for this superior door is premium in everything but price. See SWEET'S FILE, or write today for an illustrated, factual bulletin.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

ESTABLISHED 1853

Sash and Door Jobbers Hear of Plans for Aggressive Promotion of Millwork

NEW WAYS that manufacturers and jobbers are going to promote stock millwork products more aggressively were explained by industry leaders to the record attendance of 225 men at the annual membership meeting of the Southern Sash and Door Jobbers Association in Memphis, Tenn., June 16-17.

History was made at the meeting as officials of the National Woodwork Manufacturers Association, Ponderosa Pine Woodwork, Woodwork Jobbers Service Bureau, and the Southern Sash and Door Jobbers Association pledged united efforts in using the American Wood Window Institute and its seal of quality program for nation-wide sales promotion of wood windows.

Speaking for their groups at open sessions of the SSDJA meeting were O. Harry Schrader, Jr., managing director of the Douglas Fir Plywood Association; Fred Bissell, president, and D. G. Pilkington, manager, of Ponderosa Pine Woodwork; L. C. Paisley, president of NWMA, and Adolph Pfund, manager of the Woodwork Jobbers Service Bureau.

Seven characteristics of a successful salesman were outlined by Ed McFaul, Northwestern University sales and advertising counselor, in his luncheon speech on "Tell Me Quick and Tell Me True." He listed the salesman's requisites as flexibility, lack of fear, sale of fundamentals, good listener, continuous personality improvement, interest in problems of human relations, ability to close sales.

Frank Steudlein, executive vice-president of the Home Builders Association of Memphis, painted a rosy picture for the future of light construction. Asserting that "the home is the keystone to the construction business," he forecast the need for more than 13 million new homes in the United States during the next 10 years. He explained that these would include 2 million to catch up with the backlog demand, 6.5 million to accommodate increased population, and 5 million replacements for dilapidated dwellings.

In addition, Steudlein said, 4.5 million more houses need major repairs. He urged the jobbers to take an active part in the rehabilitation of local slums through private enterprise. He declared that public housing results in class segregation and discrimination that is undemocratic.

Quoting two dealer association secretaries on the hazards of wholesalers by-passing the retailer in the normal distribution system, the editor of SOUTHERN BUILDING SUPPLIES urged the jobbers to state policies clearly and to revise them whenever changed for the information of their retail customers.

"You must be of real service to retailers," Donald L. Moore declared, "by supplying their needs from full and diversified stocks; by helping them to merchandise your products through advertising, demonstrations, displays, and by helping them to better train personnel."

Activation of the wood-window promotion program of the American Wood Window Institute on a national scale was hailed by Erle Racey, of Dallas, Tex., the AWWI secretary-manager, as "the awakening of a sleeping giant."

"Millwork is the keystone of construction," Racey said, "and the AWWI wood-window seal is essential to the promotion of millwork. It costs the manufacturer or jobber nothing—it is a warranty and insurance policy that the consumer will gladly pay for because it assures him of the durable quality of the window unit. Now all of you manufacturers can place the seal with pride on your high-quality, time-honored, trademarked window units."

How the Douglas Fir Plywood Association is going to promote the sale of plywood through quality control, new uses, and campaigns at a cost of nearly $2 million this year was described by Schrader. He said the industry now has an annual production capacity of 3.5 billion feet of plywood, with current output of 3.1.

Current or forthcoming DFPA promotions and materials will include a sales training program with five sound-slide films and texts, the Home Improvement contest, Handy Panel displays, movies on remodeling a farm house and building a "farm in a day," transcribed radio commercials, ad mats, cartoon booklet, vest pocket catalog, and contacts by more DFPA field men with jobbers.

Bissell announced that Ponderosa Pine Woodwork will push Decorator panel doors and kitchen cabinets this year through advertising in 26 magazines and a home modernization booklet. He said the budget will exceed $300,000.

Improvement in the demand for stock millwork was described by L. C. Paisley, president of the National Woodwork Manufacturers Association. He explained that the group's purposes are to improve stock millwork through research and new product development. He said the back-order file was back to from six to 10 weeks' delivery.

Mike C. Davidson, of Houston, completing his second year as president, presided at all sessions of the Southern Sash and Door Jobbers Association.

The following officers were elected to lead the Southern Sash and Door Jobbers Association for 1952-53 by the new board of directors: president, W. Horace Woods, George C. Vaughan and Sons, Houston; vice-president, James M. Green, Palmetto Sash and Door Co., Orangeburg, S. C., and Barney Gallagher, Memphis, was re-elected secretary-treasurer.

New members of the board include J. B. Carney, Oklahoma City; W. A. Compton, Shreveport; Coleman Dever, Waco; J. R. Druhan, Mobile; Marty Dyke, Memphis; Ben L. Johnston, New Orleans, Maurice Long, Paducah, Ky.; W. F. Monsarrat, Memphis; A. C. Neff, Savannah; R. C. Slack, Miami, and David P. Steves, San Antonio.

Secretary - Treasurer Barney Gallagher, of Memphis, announced that the 1952 winter meeting of the organization will be held in New Orleans at the Roosevelt Hotel, December 2-4.

At the membership session, an agent for the General American Life Insurance Company of St. Louis reported that 20 member companies of the association had signed up for group insurance for 800 employees, and that as many more were seriously considering a contract. The program provides for three classes of insurance coverage—officers in Class 1; superintendents, department heads, foremen, and salesmen in Class 2; and all other personnel in Class 3. Life, medical, hospital, polio, and indemnity insurance is provided for all.

Lewis C. Callow said that the SSDJA plan is getting almost automatic approval from the Wage Stabilization Board in cases where employees pay 50 per cent of the premium.

15 minutes to more STORAGE SPACE

with STEELCRAFT *Spacemaker*

STEEL SLIDING CLOSET DOORS

Steelcraft Spacemaker Sliding Doors can be installed in just 15 minutes . . . and the only tool needed is a screw driver. It's a fact . . . you not only save time and money on installation, but add more usable space inside and outside the closet and add space to the room ordinarily taken up by old-fashioned swinging doors . . . and makes every inch of closet space easily accessible.

Steelcraft Spacemaker steel sliding closet doors are packed in individual cartons with all necessary hardware and instructions for installing. They can be purchased with steel casing if desired. The Steelcraft steel casing is shipped as a complete one-piece welded assembly.

Steelcraft Spacemaker Steel Sliding Closet Doors have these advantages —

- **TROUBLE-FREE operation assured.**
- **WON'T STICK, warp or sag.**
- **EASY to install.**
- **SILENT—Glide on noise-free rollers.**
- **BONDERIZED, Painted and Baked—will not peel or chip—satin-smooth surface takes any desired finish or color.**

1. Steelcraft sliding doors are packed in carton complete with all necessary hardware and simple instructions.

2. Check casing for plumb, level and true, then attach guide channel to head.

3. Next attach guide to the floor. No drilling is necessary.

4. Attach door guides to top of each door.

5. Fasten door rollers to bottom of each door.

6. Set doors in place by inserting top in guide channel. Place rollers in floor guides.

7. Make final adjustment on guides so they move smoothly and easily.

8. Finished closet door assembly, ready for painting to match any color scheme.

STEEL Craft
REG. U.S. PAT. OFF.

STEELCRAFT
MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

MAIL THIS COUPON TODAY!

The Steelcraft Manufacturing Co., Dept. SBS-752
9017 Blue Ash Rd., Rossmoyne, Ohio

Please send me full information on Steelcraft SPACEMAKER Sliding Steel Doors.

Name .....

Company ..... Title .....

Business Address .....

City ..... Zone ..... State .....

PRODUCT PARADE

DECORATIVE DOORS

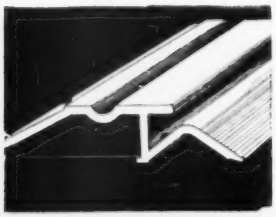
The Georgia-Pacific Plywood Co., Augusta, Ga., has introduced the Decorator Door, a new budget-priced, custom-styled panel door suitable for new homes or modernization jobs.

These Decorator Doors are made in a complete range of front-door and interior sizes. The three styles have either flush or raised moldings for variety of color combinations. Style Modern I creates an effect of height. Modern II has two contrasting panels that add interest to design unity. Modern III carries out horizontal lines of ranch-house styling.

The panels and molding form natural color areas so that painting is not tricky.

HEAVY-CARPET THRESHOLD

The Southern Metal Products Corporation, 921 Rayner, Memphis, Tenn., now makes a waterproof threshold 1⅛ inch high for use with heavy carpets.



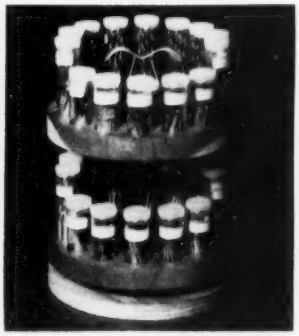
The company also makes 30 other types of aluminum thresholds, including a new one especially for school buildings.

All types are presented in a free catalog.

ROTARY DISPLAY FOR DRILLS

F. Lamar Jones, P. O. Box 9273, Tampa, Fla., has introduced an eye-catching rotary display that keeps many drill sizes in view in a small space. Called Roto-View, the unit is 8 inches wide and 12 inches high.

Drills are kept in moisture-proof



clear plastic containers. These can be labeled as to size, use, and price.

A Roto-View drill merchandiser is furnished free with each order of a complete set of Allied drills, which includes 12 drills of 13 sizes—1/16 through ¼ by 64ths. Write F. Lamar Jones for free folder.

DOOR FRAME ASSEMBLY

A new steel knock-down door frame that is shipped and stored in about one-fifth the space of welded frames is being marketed by the Pioneer Steel Products Co., Mount Vernon, N. Y.

The frame can accommodate doors either 1⅜ or 1¾ inch. All frame sections are primed.

Only a hammer is used to assemble the frame, which consists of two individual jambs and a head that are joined together by a "Lok-Tite Mitre." Jambs can be used for either right- or left-hand doors.

Provisions for hinges and latch strike plates are knocked out on the side desired. Included are no-mortise hinges that are self-gapping and self-aligning. Anchors enable frame to be anchored in wood, wood stud, or masonry construction.

SPACE-SAVING BATHTUB

The American Radiator and Standard Sanitary Corp., Pittsburgh 30, Pa., has introduced the Restal receptor bath, a new tub large enough for conventional tub bathing and small enough for a receptor for a stall shower. It is made in white and several colors.

Only 38 by 39 inches, this tub has a bathing area that runs diagonally to provide a length that accommodates adults. A corner seat is provided for the nearly-square unit. It is ideal for a second bathroom in small homes.

As an added economy, it eliminates the need for a lead pan usually required in all-tile showers.

ELASTIC MASON LINE

The Tru-Line Co., 615 Flynn Building, Des Moines, Iowa, makes a new marked mason line that automatically establishes head joints and openings. Made of bright yellow nylon cord with non-fading blue and red waterproof markings, the Tru-Line is elastic and non-sagging so that line-tagging is eliminated up to 65 feet.

It is said to accommodate or compensate for any difference in mortar joints. Available for both modular and standard masonry units, it allows a mason to lay units at any point of the wall.

Tru-Line is wound on a new flat plastic block in 100-foot units. This pocket-size re-usable block helps prevent knots, line tangling, and stick winding.

INSULATION MERCHANDISER

A compact counter display is now offered by the Simpson Logging Co., 1065 Stuart Building, Seattle, Wash. It displays Simpson insulation building board, decorative tileboard and plank, insulating sheathing, and Noisemaster acoustical tile.

Occupying only 2½ square feet of counter space, the unit is made of

GO *after that woman* .....*and talk her language!*

This year, women are talking remodeling. Thousands of housewives need more room for their growing families—and can now afford it by remodeling under new FHA terms. They'll be adding on rooms, enclosing porches, installing breezeways. They'll make this 4 billion dollar market *your big source of volume!*

Go after them with the hottest remodeling item to hit the country—Ualco Jalousies! These trim glass louvers framed in satin-smooth aluminum are glamourous (women love 'em)! They're practical—they open 100% to summer breezes and close weather-tight against winter's worst.

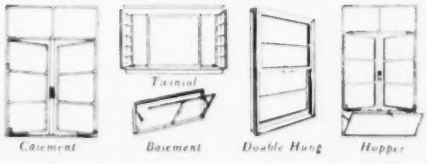
Ualco Jalousies are what you need to draw home owners' attention—to get you more jobs and more business.

This Complete Display Shows Customers How To "Make More Room"

This sales-tested display gets customers really interested in remodeling with Ualco Jalousies. It shows him how to enclose a porch or install a breezeway. An actual Jalousie is in the display. He can see it—operate it himself. And he can visualize how they will look in his own home from the pictures of Jalousie installations. Order yours today. You don't have to tie up money in large stocks. We guarantee immediate fill-in shipments.

How to get this powerful Sales Help: We bill you $19.25 (actual cost) for the display—BUT THE ENTIRE $19.25 is DEDUCTED FROM YOUR INITIAL ORDER. Actually, you don't spend a cent! Send for your display today! With it, you'll receive free, the Ualco Jalousie Salesbuilder kit. Included are: Newspaper mats; Mail stuffers; Radio spots; Window banners; Television spot.

There's a Ualco Aluminum Window for Every Construction Requirement including:



★ **SEE OUR CATALOG IN SWEET'S**

UNION ALUMINUM CO., INC.
SHEFFIELD, ALA.

WORLD'S LARGEST MANUFACTURER OF ALUMINUM CASEMENT WINDOWS

TEAR OFF • ORDER TODAY

UNION ALUMINUM CO., INC.
Sheffield, Alabama • Dept. SBS7

Gentlemen:

☐ Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for $19.25. I understand the full $19.25 will be deducted from my initial orders. With my display I will also receive *without charge* complete "MAKE MORE ROOM" Salesbuilder Kit.

☐ Please send catalog, technical data, prices.

Firm.....

Address.....

City..... State.....

Signed.....

plywood. It is painted light green with red and dark green lettering. Compartments hold two sizes of literature and 4x6-inch samples of the various insulation products for customer handling.

The six most popular varieties are shown in 12-inch-square samples with descriptive labels on the back.

DECORATIVE DOOR SCROLLS

Air Control Products, Inc., Coopersville, Mich., has introduced two new door scroll patterns that are full-depth Leigh aluminum castings from

hand-carved models. They are finished in textured white or natural aluminum.

"Enchantment" is a swirling leaf design used on each corner of the door. They are 11 by 9 inches and come packed four to a carton.

"Morning Glory" has entwined leaves and flowers and is used in sets of two in diagonally opposite corners. Each is 20 by 14 inches. Rust-proof screws fit into mounting holes in all models.

PACKAGED GARAGE DOOR

A one-piece packaged, knocked-down steel garage door—the Taylor Made K-D—is being shipped for the first time this month by R. L. Taylor National Sales, Inc., Detroit, Mich.

This new packaged unit is said to eliminate the problems in handling, warehousing, and delivering one-piece doors 8 by 7 feet.

All parts of the Taylor Made K-D door are precision-punched so that assembling consists only of bolting the parts together.

OIL-BASE MASONRY PAINT

The Surface Protection Co., Inc., 16816 Euclid Avenue, Cleveland 12, Ohio, is offering free samples of its new one-coat oil-base masonry paint called Bloc-Seal.

Applied above or below grade on either exterior or interior, this new paint is especially effective in resisting normal hydrostatic conditions. It can be applied to either dry or damp surfaces and is said to permanently cover rust stains and other discolorations. It resists lime, alkali, salt, mold, and fungus, according to the makers.

Heavier than ordinary oil-base paint, Bloc-Seal can be brushed out like conventional paints. The only preparation on old surfaces is to brush away flaking old paint. Drying time is four to six hours.

Bloc-Seal is made in white, buff, stone gray, ivory, pale green, slate gray, and brick red.

SHADOWED ROOFING

Shasta Snow is a new addition to the Fire-Chex asbestos plastic shingle line, made by the Philip Carey Manufacturing Co., Cincinnati 15, Ohio.

The new roofing color is made by use of ceramic mineral granules in

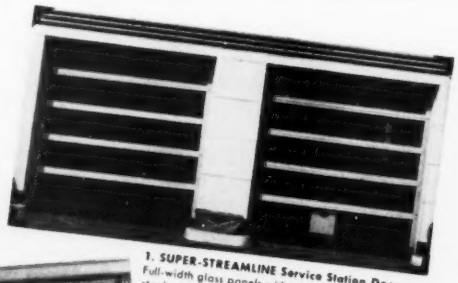
pastel green and gray shades, frosted with brilliant white. These shingles offer excellent heat-reflective characteristics.

Because they are extra thick, these Fire-Chex shingles offer protection against hail, fungus growth, and

Meet these New Members of the

How-ell-dor

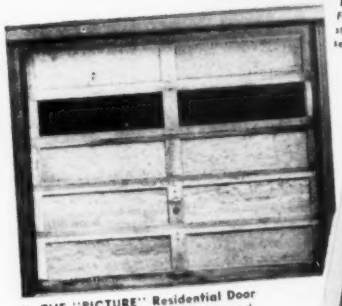
Family!



1. SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mulls, steel reinforced, for maximum daylight and lasting service. With standard or high-lift equipment.

HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 38 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

The universally known HOW-ELL-DOR Electric Operators for residential, commercial and industrial garage doors may be obtained with remote or at-door control stations. Available for all size and makes of doors.



2. THE "PICTURE" Residential Door
New sturdy quality door in the modern design: two panels wide, five sections high with second section open for glass. Stock sizes 8' wide x 7' high and 9' wide x 7' wide, 1⅜" thick.

3. COMMERCIAL DOOR with new Pass Door
An inexpensive quality-engineered door. Many stock sizes . . . 8' to 16' wide and 7' to 12' high, 1⅜" or 1¾" thick. Completely equipped with accessories.

Write for FREE Catalogs

THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.

other roof-deteriorating hazards. They are rated Class A for fire protection by the Underwriters Laboratories, Inc.

"PICTURE" GARAGE DOOR

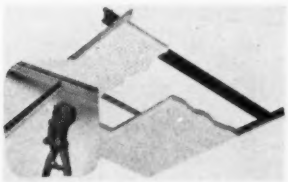
The Howell Manufacturing Co., Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa., has added two new models to its How-ell-door garage doors.

The "picture" door is two panels wide, five sections high, with the second section open for glass. The door is 1⅜ inch thick. It comes in standard sizes of 9 feet wide by 7 feet high and 8 feet wide by 7 feet high, plus made-to-order sizes.

On an experimental basis, an 8x7-foot door has been made of kiln-dried "B and better" California redwood, with Lum-sealed fir plywood panels. The top or second section is open for glass.

TILE SUSPENSION SYSTEM

The Acousti-Rail system of direct-to-metal application of kerfed acoustical tile ceilings is announced by the



Mid-West Acoustical and Supply Co., 20001 West Lake Road, Cleveland 16, Ohio.

This all-steel system permits use of 12x12-inch or 12x24-inch acoustical tile, and 24x36-inch or 24x48-inch insulation board. Easy to install, this system is ideal for use where building codes specify incombustible materials. An electro-galvanized finish prevents rust and corrosion.

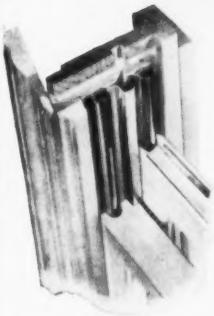
The Acousti-Rail members include a basic I-runner, traverse T-spline, fiber splines for center tile joints to provide air-tight installation, bar joists, and snap-in type splicers that speed installation.

HEATER, LIGHT, VENTILATOR

NuTone, Inc., Cincinnati, Ohio, has added a new model Heat-A-Lite to its line of combination ceiling heater, light, and ventilating fans.

The new unit has an 1,800-watt heating element that is efficient in any area up to 575 cubic feet, furnishing 6,640 BTU.

Installed in the ceiling for maximum efficiency and safety, the unit is available in four models—white and chrome finish; chrome finish; white and chrome finish with wall plate, three switches, and neon pilot light; chrome finish with individual switches, wall plate, and pilot light.

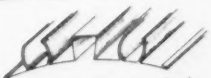


All of the frame homes in the nationally-known Park Forest, Illinois Community Development are equipped with Dura-seal Combination Metal Weatherstrip and Sash Balance. And this important visual feature helps these homes sell themselves!

With Dura-seal, windows open and close easily and smoothly with *finger-tip control*. Four spring balances (enclosed in metal housings) are used in each window to assure true balance. Dura-seal's *complete* weatherstripping saves 20% to 40% in fuel and prevents drafts and dirt from entering. It is cut to the pitch of the sill—providing an attractive and efficient window. It is self-adjusting and assures trouble-free operation for the life of the building!

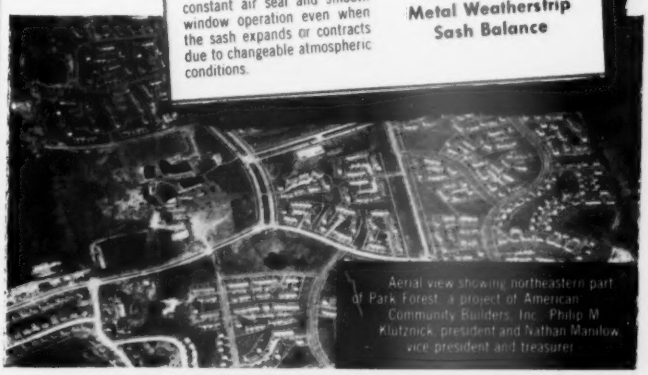
These are a few of the reasons why Dura-seal is a favorite with thousands of builders and architects. Be sure to look into Dura-seal *now* . . . see your sash and door jobber!

ZEGERS Incorporated
8090 South Chicago Avenue, Chicago 17, Illinois



Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS
Dura-seal
Combination Metal Weatherstrip Sash Balance



Aerial view showing northeastern part of Park Forest, a project of American Community Builders, Inc., Philip M. Klutznick, president and Nathan Manilow, vice president and treasurer.

Flash! NEW PRODUCTS!

For full details on these products, use coupon below.

S-122. Sani Tub-Seal is a porcelain-white sealing strip that forms a neat, **waterproof seal** where wall and bathtub meet. An attractive new counter or window display stand, made of 28-gauge steel, holds 12 Sani Tub-Seal kits under a graphic illustration of how and where it is installed. A side pocket holds free literature.

S-123. The Scotchlok **electrical spring connector** is said not to shake loose and to require no installation tools. It provides a tight, permanent splice for single- or multi-strand wires up to gauge 10 in over 300 different combinations.

S-124. Two improved Clearstream **feeders,** CS-1 and CS-1-T, can be used on the entire water supply of a home or installed ahead of the water heater only. They have a built-in trap, flow-regulating valve, syphon air-cushion feed with graduated indicator. CS-1-T is identical to CS-1 except that an R-S trap assembly has been added.

S-125. Click-It **screw drivers** have blades that are adjustable in length and reversible for type desired. Four models are said to equal 32 lengths and types in regular, recess, clutch-head, and Phillips type drivers. Handles are Tenite plastic, blades are precision-machined steel.

S-126. A new synthetic **soil conditioner.** Aerotil, is made in two forms —easily soluble flakes for sprinkling and a powdered compound for "raking in." Flake form is chiefly for the home-owner. Both forms are hydrolized polyacrylonitriles that are said to transform eroded, caked soil into loose, water-absorbent soil that permits seedlings to emerge easily.

S-127. A new merchandising display, 16x12 inches, holds both a can of varnish and a can of Wilsolve, the organic liquid solvent that **removes varnish** from floors without sanding. Copy motif on the display is "Off with the old look—On with the new."

S-128. The Tempered Board **cement finisher's** float is made of Presdwood, with a ⅝ wooden handle securely fastened. It is said to outlast many wooden floats and requires no preliminary roughening of the working surface. It is made in sizes of 4½x12, 4½x15, 3½x12, 3½x15, and 3½x18 inches.

S-129. A new Durall **rule**—guaranteed against breakage—is offered for dealers to sell with their name and telephone number printed on it. The 6-foot rule is priced to retail at $1.00. Made of hard maple, it has spring joints, double-edge graduations, and a top coat of clear lacquer.

S-130. Nerva-Clad is a **roll sheeting** combining properties of synthetic rubber and glass fiber. It is used for protection of structural steel, reinforced concrete, pipelines, and other uses where resistance to moisture, oxidation, corrosion, and climatic changes is desirable. It is said to fit snugly around any contour.

S-131. The Lancaster Laundro-Pak, a small **compact pump,** can be used wherever liquids accumulate below sewer level. It can be started and stopped automatically if desired. It can be used for emptying laundry trays, washing machines, dishwashers, lavatories. It also is used for hot-water circulation in radiant heat installations and for air-conditioning and refrigeration agitation on swimming pools.

S-132. A new industrial **aluminum coating.** Roylac Aluminum, dries upon four feet of travel from the spray-gun nozzle to form a cottony, non-adhering powder. Thus objects four feet away or more are not splattered. It provides a bonded, corrosion-resistant film with a bright aluminum finish.

S-133. Each group of Leatherback **building papers** now has its color for labels, to facilitate stocking and handling. A carload or truck load of assorted papers can now be ordered, saving on freight costs.

S-134. A new model Arsco Do-All **paint roller** has a built-in handle that extends to reach high places without a ladder. The Do-All paint roller kit contains an 11x15-inch leakproof steel paint tray, a combination paint roller with threaded handle.

S-135. Enzymatic overcomes inactive or **sluggish septic tanks** and cesspool-type sewage systems. This biological formula immediately starts up the natural bacteria action that completes the normal "digestion cycle" of these systems.

S-136. The model 503 Porter-Cable **dustless sander** is said to perform sanding operations previously handled by heavier, more expensive machines. It is used on wood, metal, plastic, and glass. Over 85 per cent of the sanding dust is picked up to prevent belt clogging and to speed up sanding action. The sander weighs only 15 pounds and has perfect balance.

S-137. The new DeVilbiss Type EGA **spray gun** has extra-sensitive controls for fine spraying. Spray pattern is medium-sized and adjustable to nearly pin-point size for touch-up work. It is used on standard glass jars of 2-, 4-, 6-, or 16-ounce capacity. The trigger is designed for right- or left-hand operators.

"PEEP HOLE" FOR DOORS

A new safeguard for the home is a one-way door viewer that permits full-view observation of anything on the outside of the door. It was introduced by Sales Associates, 11 Hill Street, Newark, N. J.

Made of sturdy plastic, the viewer fits into any door up to 2 inches thick, held in by two screws. It is 1¼

MAIL THIS COUPON TODAY!

Mail to SOUTHERN BUILDING SUPPLIES,
806 Peachtree Street N. E., Atlanta 5, Ga.

For more free information on these promising new products, check numbers below.

S-122	S-123	S-124	S-125
S-126	S-127	S-128	S-129
S-130	S-131	S-132	S-133
S-134	S-135	S-136	S-137

YOUR NAME .....

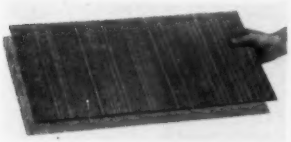
FIRM .....

POSITION .....

MAIL ADDRESS .....

inch in diameter. A shatterproof lens provides magnified angle vision.

The door viewer also is suitable as a means of letting doctors or other professional men know who is waiting to see them or to give parents a full view into a child's room. Suggested retail price is $3.95.

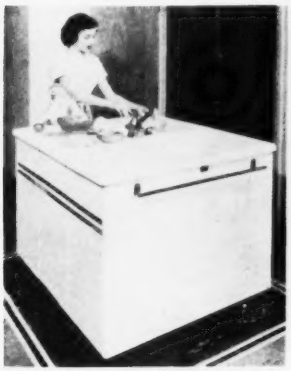


COLORFUL SIDING

Chroma-Tex siding shingles—made by the Asbestone Corp., 5390 Tchoupitoulas Street, New Orleans 15, La. —have a deep-grained texture with a lighter shade of color on the ridges to give them a natural "weathered" appearance.

They are made in five colors to offer new opportunity for exterior color in homes.

Chroma-Tex shingles are priced the same as Asbestone's regular line of siding. They are easily applied on any sidewall surface, in either new or old homes. Fireproof, weather-proof, rot-proof, termite-proof, they require no painting or preservative treatment.



ISLAND SINK UNIT

The American Radiator and Standard Sanitary Corporation, Pittsburgh 30, Pa., has introduced an unusual new sink unit for middle-of-the-room installation.

Called the Midway, the sink can be used on all four sides. The manufacturer believes that such a design will save many steps for the housewife. The sink top is set on an enameled steel cabinet. Two full-size sink wells are set in one side and an 816-square-inch drainboard covers the other side. A new type faucet set in the center has hot and cold water controls that can be operated at once with one hand.

A spray attachment reaches to any part of the sink. The entire unit measures 44 inches long and 37½ inches wide.

FEATURES *to boost your Superlite sales*

★ 12 colors (including black and white) and 3 designs for your customers to choose from.

★ Durable, baked-on plastic enamel finish, over 2 base coats, for extra lustre and extra resistance to wear.

★ Rounded-edge score lines to make cleaning easier and to give mortar-line shadow effect.

SUPERLITE PREFINISHED WALLPANELS are ⅛" thick, available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in one sheet size: 4 ft. x 8 ft.

PLAIN — TILE EFFECT — LEVELINE — LEATHERWOOD

DELUXE *Superlite* PREFINISHED WALLPANELS

Manufactured by
SUPERIOR WALL PRODUCTS CO.
4401 N. American St., Philadelphia 40, Pa.
"for nearly two decades"

More Negro Sales

(From page 32)

changes involve unsanitary or unsafe conditions. Most common changes are to install inside toilet facilities, put screens on all windows and doors, and repair any part of a building that is rotting.

As soon as these first notices were sent out, Anderson-McGriff flooded the Negro neighborhoods with handbills offering help. The Atlanta Boys Club distributed some 5,000 in a 15-mile area.

Part of the copy read: "CALL US. El. 4426. If You Need Material to Repair a porch — window — repaint — reroof — underpin — add a room — or build a bath. No down payment, 36 months to pay —free estimates."

And Elgin 4426 was a busy number for days after that!

Many times Negro home-owners entered the store with the city order in hand, asking for help in figuring out how to get the improvements done quickly and inexpensively. The city orders and the reasons behind them had to be explained in some cases. In making his house calls, Scarbrough asked whether the occupant had received such a notice and what improvements were required.

"Sometimes when I used the company station wagon with 'Anderson-McGriff' painted on the side, a group would be waiting for me when I came out from a neighbor's house, asking me to please come make estimates for them!" Scarbrough asserted.

How does Scarbrough deal with Negro prospects? First he dresses informally—a sport shirt in summer, a jacket when it's cooler.

"I try to make the impression that they are being treated right," he explained. "I talk to them as if I'd known them all my life."

Sales Program

(From page 33)

this is the amount required to keep residential property in good repair and provide adequate protection to the buildings. To cultivate and develop this field successfully a dealer must do a minimum of three things:

1. Attract these potential customers into his place of business.

2. Tactfully adapt their ideas and plans to their needs and income.

3. Have available a plan whereby these needs may be supplied by monthly payments out of income.

People can be attracted into a dealer's place of business by letting them know that he is in position to take care of their needs on terms they are able to meet. The accepted way of getting this information to these potential customers is through the use of a carefully planned and properly budgeted advertising program.

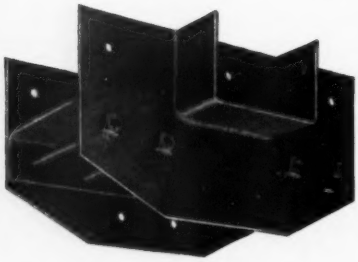
There are many types of advertising but the ones which seem to bring best results to members of our industry are:

Truck Signs
Direct Mail
Local Newspapers
Radio Spot Commercials
Job Signs
County Fairs
Leads Furnished by Employees
Leads Furnished by Manufacturers

To get such a program off to a good start, the services of an ad-

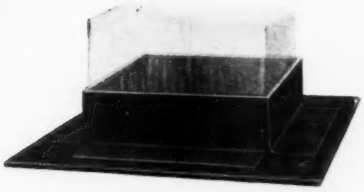
ORDER FROM STOCK!

Low Cost TIMBER FITTINGS
for Industrial and Commercial Buildings



JOIST HANGERS—Fit closely on *all sides!* Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



DUPLEX STEEL POST CAPS made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

WRITE NOW for BOOKLET 27-B

The Duplex Hanger Co.
1289 East 53rd St. • Cleveland 14, Ohio

"...On the feet of Individuals."

Society advances on the feet of individuals. We Americans live under the highest standard ever achieved because we believe in and are permitted currently to practice three of the cardinal principles of progress—Invention, Research and COMPETITION.

Nineteen basic inventions influence our pattern of life today. Each one was created to satisfy a fundamental need for improvement—a modern means of competing as against outmoded procedure. Each one, such as the electric light, the telegraph, the amplifying tube, the induction motor, created a new industry in which numerous companies strove in free competition for the maximum share of business.

For example, since Thomas Edison invented the incandescent filament lamp in 1880, the electric light industry has grown to an annual volume of $501,500,000 in light bulbs alone; in May, 1906 the Wright Brothers received the patent for their flying machine; the value of aviation manufactures in 1951 in the United States alone was estimated at $3,350,000,000 and in February, 1952, records show a $10½ billion backlog of orders.

More rapid still is the growth of the radio-television industry which today produces some $230 million worth of home radio sets and $1,570,800,000 in television sets. In every case, employment and sales volume grew enormously and the public enjoyed huge personal benefits.

Side by side with Invention came Research, exemplified by the competition of intelligent men questing for new materials, new methods, new processes, new scientific truths. Current advertisements tell of hundred-year tests to assure better materials for the future, technology that produces metals to withstand almost inconceivable heat, machines calculating 20,000 times faster than the mind of man, medicines that cure "incurable" diseases, food processes that cook, sterilize and pack hundreds of cans a minute. And in every case, the public enjoys huge personal benefits.

This is what James A. Decker undoubtedly had in mind when he wrote the line, "Society advances on the feet of individuals." These "individuals" are you and I, all our countrymen, benefiting every day from Invention, Research—and from COMPETITION.

Developing inventions, marketing products, and pursuing scientific research require substantial investments. A grave danger to their future now looms. In 1951, corporation net profits suffered a loss of 21% over the previous year. The reason—taxes too high, government controls and policies that interfere too greatly with private industry. If this continues, financial resources will dwindle, competition will be stifled.

Without free competition, American progress stops. No country can long exist when its government calls all the shots. We need competition to assure progress for people.

★ ★ ★

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustrations, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.

THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

vertising agency would be well worth its cost to the larger dealers.

Once the customer has entered the dealer's place of business, he must be given prompt and intelligent assistance in making his decisions. The first step is to gain his confidence by letting him know you are more than a warehouseman and can handle his problem from plans to financing.

Get the information to him that you are thoroughly familiar with local conditions and have connections with experienced workmen if needed. Then, tactfully adapt his ideas and plans to fit his need and income.

To complete sales in a manner satisfactory to both seller and buyer, it is often necessary to have available in the dealer's place of business a suitable and flexible time-payment plan. Realizing that this is the hardest part of the program for many dealers to work out, we have prepared some helps.

The first is a "Lien Note." When the customer's needs can be taken care of in 12 monthly payments or less we suggest the use of this note. We suggest that the use of this note be limited to transactions that can be completed within 12 months, as the Tennessee Lien Law gives protection to material furnishers for only one year from date of last delivery.

There are many advantages in use of a "Lien Note." The transaction is quickly completed in the dealer's place of business without the necessity of the customer making a second call. Payments are made at the dealer's place of business, which gives the opportunity to develop future sales when this one is paid off. The notes can be used as collateral with local banks in the event help is needed in carrying the paper.

The "Loan Association" form contains all of the questions needed to decide whether the person is worthy of credit. The back of this application form provides space for analyzing and disposing of the application. Should the person handling your credits not be familiar with judging applications of this nature, your local bank should be glad to instruct you along these lines.

While everyone must make his own rules, we have suggested a carrying charge of ½ of 1% per month. Persons making a business of buying this type of paper tell us that with any reasonable screening of applications this suggested carrying charge should not only take care of losses, but will also pay any interest the dealer may pay the bank for its help in carrying these deferred payment notes.

"Procedure For Processing Applications" is set out on a separate form. The judging of loan applications is an individual proposition but there are some general conditions which must be followed if losses are to be held within reasonable bounds and credit is to be lenient enough at the same time to attract new sales. The suggestions in this form can safely be used as a basis for your credit rules.

Often deferred payments sales will necessitate labor to install materials being included in the total sales price. Our "Repair - Remodel - Improvement Contract" is one that has been approved for loans under Title I of FHA. It is equally suitable for use when other types of financing are used. When a dealer is selling materials only, on deferred payments, then a list of the materials to be furnished should be sufficient.

Our "Building Contract" form has been prepared for those deal-

This NEW low cost all steel damper is full size . . . heavigage . . . top quality helps reduce construction cost.

Has overwhelming acceptance . . . everywhere.

Better
KEEP YOUR STOCKS ADEQUATE
ORDER NOW!

Reputation of the Cast Iron No. B Damper is unequalled. Specified by architects . . . preferred by contractors and dealers requiring the very best.

Built to last . . . made to satisfy . . . priced to sell.

ALL STEEL Peerless FIREPLACE DAMPERS CAST IRON

No. S. All Steel in four popular sizes for fireplaces 30", 33", 36" and 42" with Poker Control.

Free new booklet on *fireplace construction* data and our building products. Write for your copy and prices on this top quality line.

No. B. Cast Iron in all sizes for fireplaces 24" to 68" wide. Rotary, Poker and Chain Control.

PEERLESS . . . THE ONLY DAMPERS PROTECTED WITH RED OXIDE

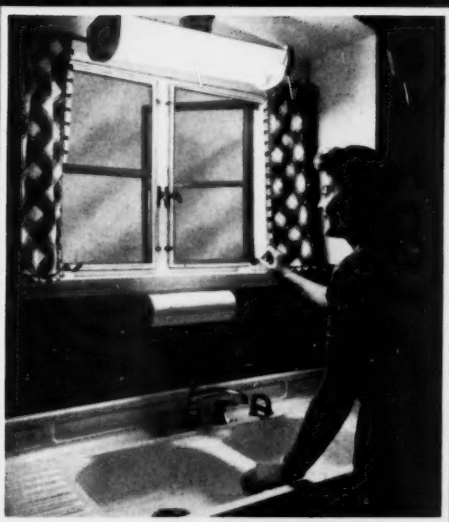
Smart dealers are selling distinctive Peerless Fireplace Fixtures . . . add them to your display . . . boost sales and profits. Write for our Fireplace Fixture Catalog and prices.

TOP QUALITY SINCE 1884

PEERLESS MANUFACTURING CORP., INC., LOUISVILLE 10, KY.

HOPE'S

The Name Guarantees



HOPE'S STEEL KITCHEN WINDOWS

Add powerful "Selling" to the homes you build

Without reaching, bending or straining, the housewife adjusts her HOPE'S STEEL KITCHEN WINDOW with finger tip control for just the ventilation she wants. There's no sticking or binding and when closed they are weathertight permanently.

Your customers want the life-time convenience of Hope's Windows. They are cleaned, and screens and storm-sash interchanged, safely and easily from the inside. They admit more light per opening and add good looks to any home.

Cost? No more than first-rate wood windows. Write for a descriptive, illustrated folder on Hope's Residence Casements.

HOPE'S WINDOWS, Inc.

Jamestown, N. Y.

THE FINEST BUILDINGS IN THE WORLD ARE FITTED WITH HOPE'S WINDOWS

NICHOLS NEVER-STAIN

Rust-Proof

ALUMINUM NAILS

GIVE YOU AN EXTRA $25 TO $40 PROFIT PER HOUSE

If you haven't sold or used some of the two billion Nichols Rust-Proof Aluminum Nails that were made last year, you are losing a nice extra profit bonus and the opportunity of building more and better satisfied customers.

Aluminum Nails are economical in many ways. For only an additional cost from $1.80 to $3.00 more than common nails, the elimination of countersinking and puttying (approved by the FHA) will give you an extra bonus from $25 to $40 per house. In addition, a longer paint-life is assured since aluminum nails will never cause unsightly rust streaks or stains on the surfaces to which they are applied. Your customers will like this protection against the frequent repainting of the exterior of their homes.

NOW CONVENIENTLY PACKAGED

"Never-Stain" Aluminum Nails in a wide range of types and sizes are now available in "packaged for the job" containers and in 50 lb. cartons. They are easy to stock — easy to handle. Save selling and inventory time. Aluminum Nails are etched for greater holding power. They are strong and easy to drive.

PACKAGED IN 12 DIFFERENT TYPES IN ALL POPULAR SIZES

Sinker and Casing Head Wood Siding Nails, Cedar Shake and Shingle Nails, Asbestos and Insulated Siding Nails, Gypsum Lath Nails and Standard Shingle Nails. Also Roofing Nails with plain shank or screw grip with or without neoprene washers. Write for complete descriptive circular of types and sizes.

NICHOLS WIRE & ALUMINUM CO.

GENERAL OFFICES · DAVENPORT, IOWA

Branches: Mason City, Ia. • Battle Creek, Mich. • South Deerfield, Mass. • Oakland, Calif. • Cincinnati, Ohio • Seattle, Wash.

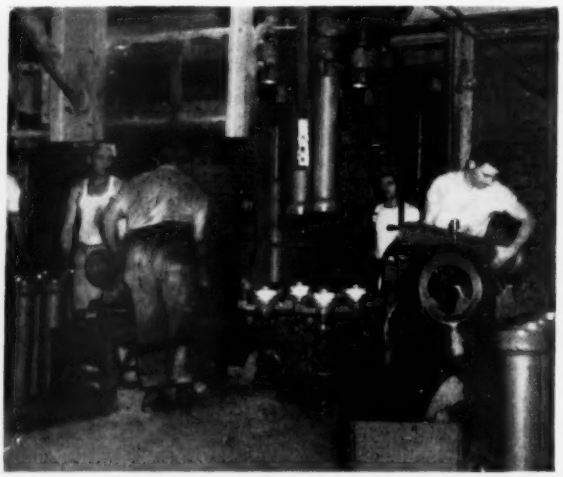
ers who do not wish to be connected with contract work and thereby become liable for the performance of the labor needed to complete the work. In this contract the dealer agrees to be liable only for the furnishing of materials; the other responsibilities are assumed by the other parties named in the contract. While this contract was made complete enough to take care of the erection of small houses, it may easily be condensed to cover small repair and remodeling jobs.

Other types of financing should be available for handling those transactions which can not be completed within a 12-month period. Every dealer who intends to develop these consumer sales should have a connection for handling FHA Title I improvement loans.

Many lending institutions in our state are eager to purchase these notes and they give a very complete and satisfactory service. Connections outside of the state also will handle this business for those who are not located close to one of the state institutions.

In some instances a dealer will encounter applications that cannot be paid off within 12 months and also are not eligible for financing under FHA Title I. To take care of these customers, arrangements should be made with either a bank or other lending institution to handle these through a first mortgage. Such loans will usually fall within the equity requirements of banks and building and loan associations.

In localities where banks and other lending institutions do not operate, then a working arrangement with an individual who has money to put out at interest may prove very satisfactory.



Modern multiple presses plus new kiln capacity have enabled Dickey to produce 4- and 6-inch pipe in unheard-of quantities.

Dickey sanitary salt-glazed clay pipe house connections—can now be supplied

Yes, Dickey sanitary salt-glazed clay pipe—4- and 6-inch diameters—is again available to dealers, in any quantities. Here in one pipe your customers gain all the requirements for ideal house sewers: ease of installation...reasonable original cost...a full line of fittings...unsurpassed rigidity ...permanently high carrying capacity...and absolute resistance to rot, rust, or chemical failure. Stock up on Dickey sanitary salt-glazed clay pipe.

If it's made of clay it's good...if it's made by Dickey it's better

Dickey Sanitary Salt-Glazed Clay Pipe
ALWAYS IN DEMAND

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo., San Antonio, Tex., Texarkana, Tex-Ark.

Mayor Sam Steves

(*From page* 36)

reporter's exaggerated word sketch. One thing he learned in two months was that one man can't welcome every delegation to San Antonio.

"Being mayor is one thing," said Sam. "Being on the trot to welcome everyone is something else. You know, my salary as mayor is $3,000 a year. Along with the welcoming chores I'm going to divide that salary with Mike Cassidy. It will be worth it."

Through 86 years of retail lumber business, Steves' yard has undergone a series of radical changes in appearance. Great Grandfather Ed Steves would surely gasp with wonder now, for the yard recently was remodeled and modernized at a cost of $25,000. Now it has a plate-glass front and island displays of merchandise in the modern manner. But the same old Steves attitude of service to individuals and community alike still remains.

Panel Doors Spotlighted

Ponderosa Pine Woodwork, the National Woodwork Manufacturers Association, and the Western Pine Association are cooperating in a program to make the public more conscious of panel doors.

The third in a series of meetings that cover paints, stains, natural finishes, wallpaper, decalcomanias, and other means of decorating doors, was held in Chicago, May 15.

The "Rancho" three-equal-panel door was presented in a wide variety of panel designs.

Enlarges Houses

(From page 41)

deadline and the quality of the work, each customer becomes an enthusiastic booster for the Building Supply Company."

During the first few months that the company offered this package improvement plan to Temple home-owners through a series of newspaper advertisements, calls came in for estimates so rapidly that often Brown was away from his office nearly all day. Without exception, his recommendations were accepted. As these remodeling projects increased, the number of Brown's employees jumped from 12 to 49, including the additional carpenters, bricklayers, plumbers, and painters necessary to handle the load.

"Originally we intended to send salesmen out looking for prospects," Brown smiled. "But it was only a few weeks before we found that no salesmen were necessary—only estimators." Both Brown and one other employee do estimating.

"We learned that a successfully-completed job was the best salesmen we could have and that if a potential customer was dubious, all we had to do was to refer him to home-owners we had already served," Brown added.

With as many as 10 room-addition projects going on at once, the Building Supply Company had to "scrape the barrel" to find sufficient skilled men to handle the extra work. Often long hours were necessary to meet deadlines. But each promise was kept and this dealer won a lot of approval from the public.

The average addition of a room figures around $1,500; a room and garage, $2,500, and a room and bath, $2,000.

Undoubtedly the fact that Brown had developed several suburban neighborhoods during his contracting career helped to make local citizens have confidence in his integrity and fairness. But such a large number of his remodeling jobs have been done for newcomers to the community that it is obvious that his building supply firm has made its own good reputation.

"This is an excellent market," Brown added, "and one that will continue for a long time—as long as buyers of homes built since World War II are dissatisfied with their living space."

Line-Yard Control

(From page 38)

paid his bill and report on each account to the credit manager. Thus, all open accounts are kept under constant scrutiny and one can not languish in the manager's file, but must continue to be reported on the first and 10th of each month until paid.

Along with the control system our firm has arrived at a new method of contact with managers. Our former system of monthly meetings of branch managers has been stopped. In place of the monthly meetings, our general manager now visits each branch yard every two or three weeks and confers with the local manager.

At branch-manager meetings problems had to be more or less

AFCO

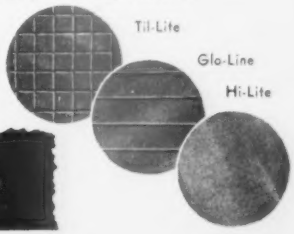
"... valuable addition to our line of building materials."

Mr. W. C. Shreve, Executive Vice-President, Narjoe Timber Co., a subsidiary of Randall Brothers, Inc., Atlanta, Ga., and buyer for Randall Brothers, says "We are very pleased with our account with your company because we consider it a valuable addition to our line of building materials."

Randall Brothers, Inc., founded in 1885 at Atlanta, Ga., furnishes a complete line of building materials, and serves dealers throughout Georgia and East Alabama.

CUSTOMERS LIKE AFCO

AFCO Prefinished Wallpanels please dealers because they please customers. Mr. Shreve stated "We like to recommend it to our customers because we are sure it will give complete satisfaction. Our customers like the product both because of its first grade quality and beautiful assortment of colors."



For further information on AFCO Prefinished Wallpanels, write

A & F TILEBOARD CO., INC.
ALEXANDRIA, LA.

general to all branches. This new system is better because the local manager is on his own ground and the problems he wants to discuss with the general manager are his own specific problems.

Now meetings of branch managers at a central location are held only upon special call and then to discuss highly important matters of immediate interest to the entire Herrman organization.

By visiting all the yards frequently, General Manager Owens becomes a clearing house for new ideas and news of successful merchandising and operating methods in the other yards. He also invites our managers to suggest the new ideas that may be useful to other yards.

Our company's use of dump trucks to speed the delivery of lumber and other materials was a branch manager's idea. This system eliminates the necessity often of sending an extra man to help the truck driver unload.

Another manager suggested the use of window envelopes for the entire chain of Herrman yards. This change is saving us considerable stenographic payroll for addressing statement envelopes.

Yes, without our three-way control of inventory, credit, and management, our business would be running us—instead of us running the business at a profit!

Our Herrman system provides these important advantages:

1. Every move made by the general office can be slanted for the good of the whole organization instead of a segment. Flexibility of control makes changes quick and easy.

2. Slow-moving stock is discovered as it enters a slump instead of once a year at inventory time—and then usually too late for a profitable push.

3. Normal movement of company trucks between the four branches can be used to transport loads both ways by having mill shipments made to the best location.

4. Inventory is more workable and the danger of under-inventory from over-control is reduced. Over-inventory likewise is checked more readily.

5. Information on stock and sales of all branches is available so that buying can be done at company convenience—and when opportunities show up rather than replacement buying at forced prices.

6. Central purchasing of inventoried items allows more profitable buying in larger quantities. Doors and windows, for example, have been purchased in carload lots for several years. Owens currently is buying smaller quantities at comparable prices due to unstable market conditions.

With all our system for the correlation of four retail yards, our branch managers are full managers and not messenger boys. Each has a lot of leeway, makes his own decisions, and is rewarded according to his ability to make a profit for his yard.

A salesman calling on a branch with a good buy in materials is in effect offering it to the whole chain, and so the local manager often finds himself the buyer of that item for the entire Herrman organization.

Information Is Always at Hand Here

It's costly and irritating to have catalogs and trade magazines and factory literature scattered all around a dealer's office in no particular place. A. W. Christiansen, right, head of Guilford Builders Supply Company, Inc., in Greensboro, N. C., decided a couple of years ago. So he had the staff to assemble such information sources into a deck of shelves, which he had built into a corner for use by estimators, salesmen, and clerks. SOUTHERN BUILDING SUPPLIES and other business magazines are filed here for handy reference, too.

Toussaint Now Heads Plywood Manufacturers

Members of the Southern Plywood Manufacturers Association recently elected V. L. Toussaint, Hattiesburg, Miss., as new president at their sixth annual meeting at the King and Prince Hotel, St. Simons Island, Ga. He heads the Perry County Plywood Corporation.

The new vice-president chosen is Tom John, sales manager of the Hasty Veneer Company, Maxton, N. C. C. W. Dietterich, Atlanta, Ga., remains managing director.

New board members named include C. M. Hilton, Georgia-Pacific Plywood Company, Savannah, Ga.; D. E. Nichols, Valdosta Plywoods, Inc., Valdosta, Ga., and E. M. Shelton, Statesville Plywood and Veneer Company, N. C.

During the day-and-a-half meeting, Ed Stout, Southern district manager of the American Forest Products Industries, and Miss Alma Dean Fuller, AFPI's educational director, explained this group's activities and objectives. Miss Fuller emphasized that many textbooks and encyclopedias are not up-to-date, and therefore, paint an unfavorable picture of private forestry.

Inspired by the talk of Robert N. Hawes, SPMA Washington counsel, the members took action to (1) initiate industry-wide support to decrease hardwood plywood importation, and (2) protest to the Interstate Commerce Commission about freight-rate increases.

Plastic Screening

(*From page 39*)

Plastic screening materials commonly available today are vinylidene chlorides (1, 1-dichloro ethylene CH_2CCl_2). Though marketed under various trade-names, their physical and chemical properties are about the same.

Because of chemical inertness, such plastic materials will not rot, rust, corrode, mildew, or support the growth of fungi.

Plastic screening is available in standard widths of 24", 26", 28", 32", 36", 42", and 48". Odd-sized widths are usually available on special order.

According to manufacturers, the greatest demand is for 18x14 mesh material woven from a .015 filament. A filament of this size, somewhat larger than that commonly used in wire screening, gives the added strength needed in plastic material. The thicker size of this filament, however, reduces the passage of light slightly more than wire screening of the same mesh.

In addition to the 18x14 mesh material, a finer mesh, 20x20, woven from a .012 filament, is manufactured particularly for Southern coastal regions. This material is designed especially for installation in areas where the smallest insects are prevalent.

Aiding the merchandising job is the variety of colors which can be made available to customers. Not all colors, however, are equally unstable. Plastic screening grays, for example, have been found to be relatively unstable. Plastic screening that is dark green in color is reported to have the best color-retention qualities.

While stability of color and degree of visibility are important considerations, the average buyer is likely to be more interested in the strength and the weathering qualities of plastic screening.

Customers need have no fear that plastic screening will give way easily under the impact of jutting elbows, thrown baseballs, and other such blows that any screening material will receive around the average home. Tests by the U. S. Army Corps of Engineers have shown that plastic screening has an impact resistance fully equal to, if not better than, that of the strongest metal screening now commercially available.

Further, plastic screening has no tendency to bulge or sag following impacts. This degree of flexibility gives the material strong resistance to breakage.

Available test data show that plastic screening successfully withstands temperatures as low as -50°F. The plastic cloth, even at this low temperature, does not become brittle enough to break filaments or to pull away from the mounting frames. Under extreme conditions of heat, plastic screening likewise retains its tensile strength. Generally, then, plastic screening can withstand weathering with virtually no deterioration.

In coastal areas, the fact that plastic screening does not rust, corrode, or stain is a particularly strong selling point for those customers who have had experience with metal screens rusting when subjected to the action of salt in the air, or who wish to keep maintenance requirements to a minimum.

Since the plastic woven cloth will neither rust nor corrode, the

SPECIALIZED LOCKS AND BUILDERS' HARDWARE

necessity for painting or varnishing screens is eliminated.

These characteristics also are of particular advantage to owners of stucco homes or of houses with light surfaces. Where plastic screening is employed, there will be no corrosion products that could wash down and stain window sills and sidewalls.

Likewise, soot and smoke do not harm plastic screening. Because of its smooth surface, it is reasonably easy to clean. Where dirt is adherent, plastic screen can be washed off with soap and water.

Plastic screening will not burn; in fact, it is classed as non-flammable. It will melt, however, when subjected to temperatures as high as 240°F. Thus, contact with a lighted cigarette or sparks from a fire will result in holes in the cloth.

Because plastic strands are not rigid, customers who make their own window screens will find that filaments near the edge of the cloth will pull away more easily than metal strands. Therefore, to provide added strength, the edges should be folded into a hem before the screening material is tacked to the frame. Customers may find that the plastic product is somewhat more difficult to fix tautly in the frame than wire screening, but it will remain taut if properly installed.

The importance of display in selling plastic screen cloth should not be overlooked. The average customer will want to inspect plastic screening closely. Accordingly, displays of the product should be conveniently located. Manufacturers of plastic screening make available to dealers compact and attractive merchandisers that hold several rolls in various widths.

A well-informed salesman is a first essential in effectively selling plastic screening. He can present the facts to the customer concerning the durability of the product most effectively and clearly through the use of framed samples. Such samples are useful in demonstrating the strength and flexibility of the product.

Further samples, with cut-away section, help show the customer the proper method of installation.

HELPFUL LITERATURE

Mostly free—some for a fee

FARM REMODELING. "The Professor Was a Salesman" is a 35-minute full-color movie on remodeling and expansion of existing structures on farms. It shows step-by-step application methods for using insulating wallboard. Dealers can book movie free for farm customers through the Insulation Board Institute, 111 West Washington Street, Chicago 2, Ill.

OUTDOOR FIREPLACES. A new advertising kit offers a nine-point plan for promoting sales of outdoor fireplace units that owners can build themselves. The kit offers free newspaper ad mats, radio spot announcements, television announcements, and colorful folders. The Majestic Company, Inc., Huntington, Ind.

PLASTIC PANEL APPLICATION. A new shop manual tells in detail and with sketches the step-by-step methods of applying Textolite Monotop plastic-surfaced panels to table tops, kitchen cabinet tops, and other surfaces. It describes butt joints, sink cut-outs, end caps, mitered corners and similar problems encountered in panel applications. The Chemical Division, General Electric, Pittsfield, Mass.

STUDLESS PARTITIONS. To save

Foil Profit Stealing variables with READY HUNG DOORS.

ASK FOR
Ready Hung
DOORS
THE NEW
DOOR AND FRAME
PACKAGED UNIT
READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

steel by eliminating channel studs, many builders now use space-saving two-inch solid metal lath and plaster partitions. With sanded gypsum plaster, this partition qualifies for a one-hour fire-resistive rating. The Metal Lath Manufacturers Association, Engineers Building, Cleveland 14, Ohio, offers in its technical bulletin No. 2 complete specifications, illustrated with photographs, of this system.

VERMICULITE MOVIE. "Lightweight Champion" is a color-sound film that presents the advantages of lightweight vermiculite plaster aggregate and examples of its application. Available for group showings without charge from the Film Section, Zonolite Co., 135 South LaSalle Street, Chicago, Ill.

SMALL PIPE PERIMETER HEATING. "Small Pipe Warm Air Perimeter Heating" is a new tentative manual for use in designing and installing low-velocity heating systems using 4-inch round pipe. Write for Manual 10, National Warm Air Heating and Air Conditioning Association, 145 Public Square, Cleveland 14, Ohio.

BLUE PAINTS. A clever booklet—printed in blue on white paper—gives a brief history of the color blue and its sources in various lands. Interesting to any paint customer. National Paint, Varnish and Lacquer Association, Inc., 1500 Rhode Island Avenue N. W., Washington 5, D. C.

NEW KITCHEN CABINET LINE. Replacing the Acme line, the new American-Standard line of kitchen cabinets and cabinet sinks is presented in an attractive, colorful catalog, No. KP52. For each model, it contains a picture and description and sizes available. Accessory features include pull-out towel rods, flour sifter, sugar dispenser, disposer units, and kitchen ventilating fans. The American Radiator and Standard Sanitary Corp., Pittsburgh 30, Pa.

PLASTIC WALL TILE. A colorful new brochure for dealers describes the sales appeal of Pittsburgh Interlock plastic wall tile. It tells why these interlocking tiles can't fall out, craze, chip, or warp. Jones and Brown, Inc., 439 Sixth Avenue, Pittsburgh, Pa.

ALUMINUM WINDOWS. A new brochure shows the sizes and types of Ceco Sterling series 50-B aluminum double-hung windows. A chart gives inside rough opening dimensions, outside opening dimensions, and window dimensions. Mullion details are sketched. The Ceco Steel Products Corporation, 5601 West 26th Street, Chicago 50, Ill.

FORESTRY CARTOONS. Woody, the log that walks and talks like a man, strikes another blow against man-caused forest fires in a clever 48-page, two-color, pocket-size booklet, "A Visit to the Forest with Woody." Using the comic strip technique, Woody takes Jimmy and Jane for a walk through a Tree Farm. The American Forest Products Industries, Inc., 1319 Eighteenth Street N. W., Washington 6, D. C., distributes the booklets to schools and other organizations.

Stop puttering with putty—READY HUNG DOORS eliminate putty putting labor.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

YOU make money
YOUR customers make money
HIS customers save money

Everybody Profits
WITH READY-TO-INSTALL
Complete Window Units
equipped with
MONARCH METAL WEATHERSTRIP

It's been proved on millions of projects by thousands of builders!

When you sell your builder customers on using Complete Window Units, assembled by the mill or millwork jobber, he gets these four benefits:

1. He insures himself against loss of wasted materials caused by faulty assembly or inaccurate estimating
2. He gains a big saving in labor by eliminating time-wasting fabrication on the job
3. His men are able to do a much better job, faster
4. He can meet or beat completion dates easier

and The owners get more for their money in sounder, more satisfactory construction

and You make more profit while helping your customers boost profits

Published in the interest of better and more economical building construction.

Monarch®
METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

Your Sash & Door Jobber Can Give You The Details

NEWS about MANUFACTURERS

CHICAGO, ILL.: The Miller Manufacturing Co., builder of paint-mixing machines, celebrated its 25th anniversary in a new factory in Schiller Park. Its production facilities have been greatly increased.

HARRIMAN, TENN.: The J. D. Christmas Lumber Co., one of the oldest lumber firms in this area, is being liquidated by J. D. Christmas. One executive estimated its worth to be $175,000 and said nearly a year would be needed to close the business completely.

DALLAS, TEX.: Texas Industries, Inc., of Dallas and Shreveport, La., has purchased Central Culvert, Inc., of Shreveport, Alexandria, and Monroe. Central Culvert operates a ready-mixed concrete plant, concrete pipe plant, metal pipe plant, and light-weight concrete masonry unit plant. Al F. Menuet, brother of the late owner, Robert Menuet, will be production supervisor.

CHAPMAN, ALA.: The W. T. Smith Lumber Co. has installed large wood grinders into which slabs without bark go. The wood comes out in small pieces about the size of laundry soap. It is shipped away for manufacture of such items as insulation board.

JACKSONVILLE, FLA.: The Clearview Louver Window Corp. has opened an office here at 3819 Main St. The firm makes and installs metal, wood, and glass panels, louvers, and doors.

GREENSBORO, N. C.: Roy I. Guild, Jr., is now a sales representative for the National Radiator Co. in the North Carolina area. Previously he was chief clerk in the Richmond, Va., office.

NEW ORLEANS, LA.: The Reynolds Metals Co. has named Fred R. Haeuser, Jr., regional representative for industrial sales in this territory. Before joining Reynolds last December, he did layout design for Ford busses.

JACKSON, MISS.: Walter S. Radcliffe is now manager of the Armstrong Cork Co.'s asphalt tile plant here. He succeeded Frederick J. Landenberger, who was transferred to head the South Gate, Calif., plant.

SAN ANTONIO, TEX.: Jack Horton has moved here to represent Insulite building products in the south central Texas area.

NEW ORLEANS, LA.: William B. White is new sales representative for Insulite building materials in southeastern Louisiana, southern Mississippi, southwestern Alabama, and four gulf counties in Florida.

LOUISVILLE, MISS.: Davis Love Fair, Jr., has stepped into his late father's shoes as president of the D. L. Fair Lumber Co. He was unanimously elected at a recent director's meeting. He is a director of the National Oak Flooring Manufacturers Association, Southern Pine Association, and the Mississippi Forestry and Chemurgic Association.

ROANOKE, VA.: William F. Lindner received a wrist watch in recognition of 25 years of service as district representative of the United States Gypsum Co. D. W. Rains, division sales manager, came from Chicago to make the presentation.

SHREVEPORT, LA.: Shreveport Long Leaf Lumber, Inc., is a new corporation that has bought certain assets of the Shreveport Long Leaf Lumber Co., Inc. The sale included real property in Shreveport and Natchitoches, La., and Longview, Tex., plus rolling equipment, inventories, and accounts receivable. Officers of the new corporation are John W. Willis, chairman of the board; Tom S. Pittman, president; Joseph F. Loftus, vice-president and treasurer; H. S. Eaves, secretary, and Dempsey Butler and R. R. Mann, directors.

WARREN, ARK.: The Southern Lumber Co. recently sent five employees to the 12th annual Freedom Forum at Harding College in Searcy, Ark. Representatives from all over the nation participated in discussions of what their firms are doing for economic education and community activities.

VICKSBURG, MISS.: The Westinghouse Electric Corp. has announced plans to build an industrial and commercial lighting equipment plant here. It will be the largest plant in the nation exclusively making industrial incandescent and fluorescent fixtures.

New Panorama Company to Make Glass Wall Units

President W. C. Watkins, of Steelbilt, Inc., has announced his company's formation of a subsidiary, the Panorama Company, to produce low-cost sliding glass doorwalls in stock sizes and models.

The new company will make a line of "Panorama" products. "Typical of the economy afforded is an 8'-wide by 6'10"-high unit that would cost installed only $45 more than a conventional stud and plaster wall and door," Watkins said. Units will use both single pane and Thermo-glaze double glazing.

The new Panorama plant in Los Angeles, Calif., is scheduled for completion in August. Ward Chamberlin is sales manager.

Monsanto Creates New Preservatives Section

The Monsanto Chemical Company has announced plans to start an industrial preservatives section in its development department on July 1. Wood preservation will come under this section.

Heading this new section is Ira Hatfield, who has been closely associated with Monsanto's research, development, and sales of pentachlorophenol and other preservatives.

While with the U. S. Forest Products Laboratory, Madison, Wis., and the Southern Forest Experiment Station, New Orleans, La., Hatfield did research on chemicals for control of biological organisms in wood. He is the author of 16 technical papers.

Pratt Heads Vermiculite

C. A. Pratt, Western Mineral Products Company, Minneapolis, Minn., was elected president of the Vermiculite Institute at the annual meeting recently held in Tucson, Ariz.

As head of the institute's technical committee, he presented a plan for organizing a new technical service department to coordinate vermiculite with products of allied industries. His plan was accepted.

L. G. McDiarmaid, Insulation Industries, Vancouver, B. C., and Frank John, Zonolite Insulation Company, St. Louis, Mo., were elected to the board of directors.

Steel Kitchen Producers Increase Cooperation

Following plans made at the organization meeting last December to hold business sessions each quarter, the Steel Kitchen Cabinet Manufacturers Association held its mid-year meeting in Cleveland, Ohio, June 4.

Some 30 executives from member companies heard reports on work of committees for packaging, transportation, and traffic; technical, standardization, and simplification; trade statistics. The membership committee announced the affiliation of the Richmond Metal Manufacturing Corporation.

Figuring Sidewalls

(*From page* 42)

be applied at greater weather exposures than if they were laid on a roof.

Only .42 of a 4-bundle Roof-Pack square of 16-inch shingles is needed to cover 100 square feet of wall area at 12-inch weather exposure. And only .39 of a 4-bundle Roof-Pack of 18-inch shingles is needed at the 14-inch weather exposure normally used in applying these shingles double-coursed.

These two figures — .42 in the case of 16-inch shingles and .39 for 18-inch shingles — are helpful factors for lumber dealers and builders to keep in mind.

It is important to bear in mind, too, that these fractional-square quantities are required for one course only. An identical amount of low-grade shingles is needed for the inner and completely concealed layer of shingles.

Greater quantities of shingles or shakes will be needed if the weather exposure is reduced. For example, if the exposure is reduced to 11 inches for 16-inch shakes, approximately 8 per cent additional shingles will be required. If the exposure of 18-inch shakes is reduced to 13 inches, about 7 per cent additional shingles will be needed to compensate for this one-inch reduction from the normal or standard exposure.

An extremely simple method of figuring the approximate coverage of bundles or cartons of shingles or shakes at various exposures is known as "The Rule of 8." This is how it works:

Count the total number of courses of shingles or shakes in any bundle or carton.

Divide by 8.

Then multiply by the weather exposure to be used.

The result will represent, in terms of square feet, the approximate coverage to be obtained from the shingles.

For example, as explained above, 4 bundles of 16-inch shingles with 20 courses in each end of the bundle will cover 100 square feet of roof area when laid at the standard roof weather exposure of 5 inches. Applying the Rule of 8 formula to a bundle of these shingles, we find a total of 40 courses; divided by 8 gives 5, and multiplied by 5 equals 25, which represents the coverage to be expected from a bundle of these shingles when laid on a roof at 5-inch weather exposure.

Let's suppose, however, that this same bundle of shingles is to be applied double-coursed on a wall at 12-inch exposure: 40 divided by 8 is 5, and multiplied by 12 equals 60 square feet of coverage from that bundle.

Or let's suppose that a Sidewall-Pack carton of 18-inch processed shakes, with 28 courses in the carton, is to be applied at an exposure of 13 inches. 28 divided by 8 is 3.5 and multiplied by 13 equals 45½ square feet of coverage.

It is important for dealers to remember that costs go down when exposures go up. A standard Roof-Pack square of shingles is more than a square, so to speak, when used on a wall.

And don't overlook the fact that costs are still further reduced on double-coursed walls, because one-half of the shingles used—namely, those for the inside course—are low-grade economy-type shingles!

To become facile at figuring double-coursed jobs, work out some typical jobs now while you are thinking about this sales-aid!

"HOW I MAKE MORE FROM ASPHALT SHINGLE SALES..."

"The answer's easy. I'm the lumber dealer who sells the complete package. I sell Shinglstik with every asphalt shingle sale. "You see, every asphalt shingle customer needs *Shinglstik* to complete the job . . . that means a better sale for me, and most important, it means I have a satisfied customer.

" Shinglstik is custom-manufactured for the job of sealing down asphalt shingles and for sealing them down quickly and permanently. *It is the only proven 100 per cent efficient method of sealing down asphalt shingles against winds of hurricane intensity."*

So, if you're not already handling Shinglstik, investigate this extra source of profits now. Mail the coupon today for your free test sample of Shinglstik!

HERE'S WHY HOMEOWNERS WANT SHINGLSTIK . . .

- Shinglstik protects their colorful, fire-safe asphalt shingles from wind damage.
- Shinglstik complies with insurance-company recommendations on applying asphalt shingle roofs.
- Shinglstik is quick and sure — resists direct pull after just four hours, can't be separated without tearing after a week of exposure.
- Shinglstik goes on with caulking gun, putty knife, or paddle. Many homeowners will stick down their own roofs. Professional application costs little.

MAIL COUPON FOR FREE SHINGLSTIK TEST SAMPLE!

Shinglstik. 7600 TRUMAN ROAD KANSAS CITY, MISSOURI

Send free test sample of Shinglstik to:

Name _____

Address _____

City _____ **State** _____

We sell _____ **shingles***
(brand name)

Note: *Samples cannot be distributed without above brand name information.

DEALERS *in the* NEWS

KENTUCKY

LOUISVILLE: The Louisville Builders Supply Company has opened its third branch in Buechel at Bardstown Road and the Southern railroad. A full-page ad announced the opening with sketches of the firm's products.

FT. THOMAS: Robert L. Grimm, manager of the G. G. Grimm and Son Lumber Co. in Brent, has been named a director of the Ft. Thomas Building and Loan Association.

KANSAS

AUGUSTA: A double-page ad announced the S. J. Safford and Son Lumber Company's recent formal opening in new offices at 126 East Sixth Street. Founded in 1878, the company has been run by three generations of the Safford family. Lee Hooper is present manager.

WICHITA: A charter of incorporation has been granted to the Southwest Builders Supply Company.

DODGE CITY: The T. M. Deal Lumber Company recently conducted a Kitchen Day program. Harry White, Curtis kitchen specialist, helped Manager George Rice and other personnel demonstrate cabinets and kitchen equipment. Prizes and refreshments were served from noon till five.

FLORIDA

WINTER GARDEN: Bill Borders, Dwight Woosley, and C. B. Gardner have opened the West Orange Lumber and Building Supplies, Inc., between Tildenville and Oakland on Highway 50. Gardner formerly operated the Oakland Lumber Co., which was absorbed by the new firm. Plans are underway to build a large building of modern design for this new business.

ST. PETERSBURG: Frank Bowers, former woodshop foreman of the Gulf Lumber Co. before it was taken over by the Lindsley Lumber Co., has opened the Gulf Novelty Works. His motto is: "If it's made of wood, we make it." Among other things, he makes custom cabinets.

JACKSONVILLE: The Bond-Howell Lumber Co. held a two-day "open house" June 16 and 17 to introduce the public to its modern new building. Air-conditioning was included in the remodeling job. Besides refreshments and door prizes, the company offered a 10-per-cent discount on all merchandise for two days.

FT. PIERCE: On June 4, the East Coast Lumber and Supply Co. celebrated its 50th anniversary. George F. Paddison first opened a shop in Eau Gallie with five employees. Today the firm has plants in Eau Gallie, Melbourne, Cocoa, Vero Beach, Stuart, and Ft. Pierce.

MELBOURNE: Pete Riley has moved here from Miami to replace Roger Shaw as manager of the Lindsley Lumber Company. Riley formerly headed Lindsley's Tavanier branch. Shaw returned to Miami.

OKLAHOMA

DAVIS: With the help of his two-year-old son David Bruce, Manager Bruce Lucas of the Hudson-Houston Lumber Company won first prize for the best photograph of the week submitted to the *Oklahoma City Times*. David talked over the telephone in a pose for his dad's camera.

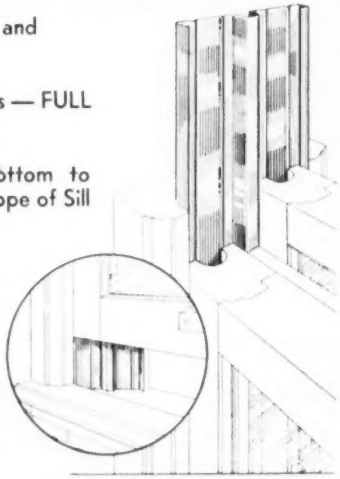
TEXAS

LLANO: John B. Sampley became manager of the Smith and McCullough Lumber Company yards here recently. The company recently bought the Rawls Lumber Company's plant.

ROBY: The May brothers have

FLEXIBLE RUNWAY WEATHERSTRIP

- Built-in Parting Bead and Flexible Runway
- Cushioned Flanges — FULL Jamb Coverage
- Beveled at Bottom to Conform to Slope of Sill



Here is the ideal weatherstrip for pre-fit window units. The cushioned flanges keep both sash snug against the parting bead. The flexible base provides a continuous airseal that adjusts itself to conform to sash contraction and expansion. An easy to install at the mill weatherstrip. This weatherstrip is NOT a balance, but may be used with all types of mechanical balances, either overhead or spiral type. When used with conventional cross metal weatherstrip, it provides complete protection from the elements. It also insures a neat and pleasing runway appearance.

SOUTHERN METAL PRODUCTS CORPORATION
921 Rayner St. MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME
ADDRESS
CITY STATE

Save 3½ days of running out on the job — With READY HUNG DOORS 4 days work is done in ½ a day.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

bought the Roby Lumber Company and changed the name to the May Brothers Lumber Bin. T. L. Moody continues as local manager. Both Mays live in Sweetwater.

ATLANTA: The Grogan Supply Company celebrated its 9th year of business recently with a barbecue chicken dinner at the Indian Hills Country Club. Some 140 guests were present from the company and its affiliates.

ARLINGTON: The Arlington Building Materials Company recently presented a paint demonstration to its friends and customers. Miss Ruth Robbins, of Dallas, came to Arlington to demonstrate DuPont paints.

WOLFE CITY: O. T. Provine is retiring after nearly half a century in the lumber business. Shortly after graduation from high school, he joined his father and two brothers at the O. T. Lyon and Sons firm in Whitesboro. He came here to operate the local O. T. Lyon and Son yard in 1906. When the firm changed hands and became the Lyon Gray Lumber Company 32 years ago, Provine continued to manage it. He now expects to spend more time raising cattle.

HOUSTON: These lumber firms recently were granted charters of incorporation: the Berkshire Lumber and Supply Corporation, Empire Lumber and Building Company, Royal Lumber Company, and Long Point Lumber Company.

SAN MARCOS: The Tuttle Lumber Company recently completed a remodeling program that provides additional warehouse facilities and modern office and display area.

SAN ANGELO: The Bates-Cavitt Lumber Company has a modernization program underway. More storage space will be provided.

TEXARKANA: Connar Patman, son of Congressman Wright Patman, has bought an interest in the Baker-Standridge Lumber Company.

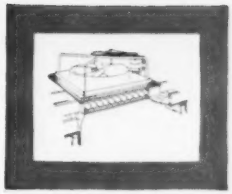
LOUISIANA

BATON ROUGE: Gay E. Juban, president and manager of the Juban Lumber Company, "played professor" recently. He was a consultant in the third annual business clinic held at Southern University.

SHREVEPORT: Wallace Bolinger, of the Bolinger Lumber Company, submitted a winning painting in the Louisiana Forestry Art Exhibition recently. His work was entitled "Sawmill Rhythm."

GEORGIA

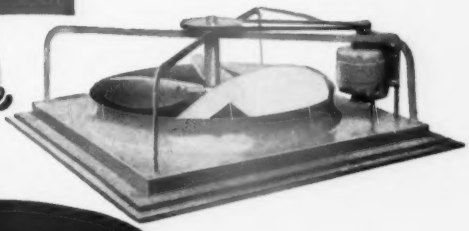
ATLANTA: In less than a year the former Patterson Lumber and Coal Co. at 768 Highland Avenue, N. E., here has been transformed into a full-line building material firm under the new name of Patterson Lumber and Supply Co. President is Locke H. Trigg, Sr., formerly Celotex salesman in Georgia and secretary of the National Marble Producers Association. Vice-President is a silent partner, Locke H. Trigg, Jr., of Baltimore.



in attic ventilation the right way is

WIND WAY

RanchHouse Package Fan



SALES-PROVED because

Designed to fit any type building easily, so that time, effort and installation costs are cut down to a minimum. WIND-WAY sets on the floor of the attic or trim of the well hole, is NEVER fastened in any way, yet moves MORE AIR quietly with absolutely NO NOISE or vibration. WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan.

Write for descriptive bulletin No. 9150

WIND WAY FAN AND VENTILATOR CO.
531 St. Joseph St., New Orleans 12, La.

QUALITY APPROVED . . . PLUS ECONOMY

THE DOOR MOST HOME BUILDERS WISH, AND CAN AFFORD TO BUY

Note These Facts:

1. Stiles—1 3/8" doors (1 1/4" wide)
   Top and Bottom rail 2 3/4"
2. Stiles—1 3/4" doors (1 3/4")
   Top and Bottom rail 2 3/4"
3. Lock Blocks on both sides 24" long making space for locks 4 1/4" wide on 1 3/8" doors and 4 3/4" wide on 1 3/4" doors
4. Supporting bars—1/4" wide, 1 1/4" apart
5. Interior Doors bonded with Urea Resin
6. Exterior Doors bonded with phenolic and resosinol resin

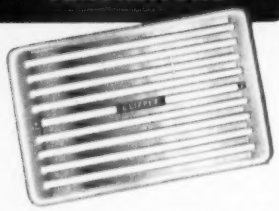
LIGHT WEIGHT — QUALITY SERVICE — ECONOMY — ALL DOORS GUARANTEED

DAVIS MFG. CO.
1075 SOUTH CLARK ST. • NEW ORLEANS 15, LA.

The Best

IN KITCHEN VENTILATION

EXCLUSIVE IN
TRADE-WIND
VENTILATORS

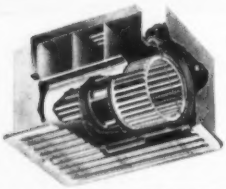


DRIPLESS GRILLE

The exclusive design of the grille on TRADE-WIND Clipper Ventilators has a twofold advantage —

First — It is unusually attractive in appearance, rectangular in shape and inconspicuously blends into the ceiling.

Second — Each of the bars in the grille is trough-like in construction. These catch and hold any grease that may collect — the only truly dripless grille.



You can always count on TRADE-WIND for performance, quality and convenience.

The only ventilator that gives you

- Centrifugal Blowers
- Isolated Motor
- Dripless Grille
- Easier Installation
- Interchangeable Horizontal and Vertical Discharge
- Five-year Guarantee

PRICE OFFERS AN INDUCEMENT
BUT QUALITY OFFERS A REASON

TRADE-WIND MOTORFANS, INC.
LOS ANGELES, CALIF.

See Your Nearest Representative

H. C. Biglin Co., Inc., 177 Harris St., N.W., Atlanta 3, Ga.
Arthur S. Jones, 306 Canterbury Hill, San Antonio 2, Texas (Bexar County only)
L. R. Ward Co., 2711 Commerce St., Dallas 1, and 1814 Texas Ave., Houston 3

Md. Treasurer is Cecil W. Porter, veteran lumber manufacturer. Cliff B. Zimmerman, former sales representative for the Zuber Lumber Co. and the Southern Zonolite Co., is secretary.

MACON: C. B. Cheney, Jr., has been promoted to the position of sales manager and assistant general manager of the McNair Lumber and Supply Company here. He joined W. O. McNair's firm upon graduation from Mercer University in 1947.

ARKANSAS

SHERIDAN: James P. Batchelor, 60, has retired from service with the J. L. Williams and Sons Lumber Company. He was company auditor for 14 years, having joined the firm in 1925 as bookkeeper. When he first took the job, friends advised that it probably wouldn't last three years, he recalled. He credits the firm's progress to its scientific methods of forestry.

MISSISSIPPI

COLUMBUS: Jack Chilcutt, retail lumber dealer here, is new president of the Lee High Band Association. He is helping to raise funds for new band uniforms.

CLARKSDALE: The Dealers Builders Supply Company has been incorporated. Capital stock was listed at $50,000.

NORTH CAROLINA

STATESVILLE: Sherberg G. Sherrill, secretary-treasurer of the Sherrill Lumber Company, was appointed a member of the Statesville Civil Service Board for a three-year term.

RALEIGH: George McAllister, N. G. Fonville, and J. B. McAllister have incorporated the McAllister Building Supply Company. Stock was authorized at $100,000.

LOUISBURG: A fire believed to have been caused by defective wiring destroyed part of the Taylor-Thayer Lumber Co. on June 15. Estimated damage was between $270,000 and $300,000. Principal loss was in lumber.

MARYLAND

HYATTSVILLE: Improvements underway at the Peoples Supply Company include a new 160x240-foot lumber shed, new offices, and display rooms.

MISSOURI

GRANT CITY: A new warehouse of modern design was recently completed by the Dalbey Lumber Company. It faces the lumber yard across the street.

RICHMOND: Spicy Moments, a horse owned by the Harrison Lumber and Supply Company, came in first in the 15.2 and over, three-gaited class race at the Farmers Fair in Columbia. The prize was a silver trophy.

KAHOKA: Edward Head has moved here from Deepwater to replace J. B. Perkins as manager of the R. J. Hurley Company. Perkins and his family have moved to Macon, where he manages the Jepson Lumber Company.

CAPE GIRARDEAU: F. V. Ricketts, manager of the Ricketts Lumber and Building Supply Co., reports that his firm has started a new building of buff mat-faced tile and brick, combined with glass blocks. It will be air-conditioned. Behind the new office, two warehouses and a lumber shed will be constructed. The dry kiln and planer will be moved from their present location.

INDEPENDENCE: Martin A. Carlson, manager of the Badger Lumber Co. in Fairmount since 1922, now manages the Badger yard here, too. He replaced Burl Abel, who resigned.

ST. CHARLES: The T. N. T. Lumber Co. is sponsoring a Bantam boys baseball team. Called the T.N.T. Bantams, the boys range in age from 9 to 11.

CAMERON: Employees of the Cameron Lumber Co. "dressed up" their building with a new coat of white paint. The front was sprayed, but the rest of the building was done by hand and brush.

KEYTESVILLE: Gerald Giesken was recalled to active duty in the Air Force June 8. Raymond Pettit succeeded him as manager of the Keytesville Lumber Co.

KING CITY: Herb Richardson, who has owned half of the Richardson

Lost hardware parts means wasted time and profit. Eliminate lost hardware with READY HUNG DOORS.

ASK FOR
Ready Hung
DOORS

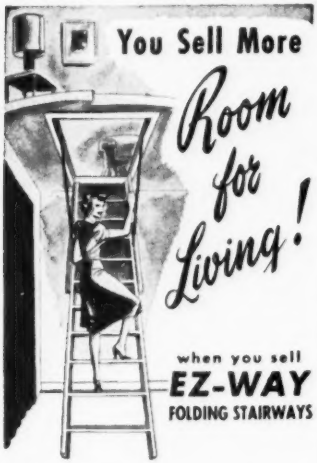
THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

Lumber Co. since 1935, sold his interest to his nephew, Albert Richardson. He says his next step is a trip around the world with his family. The younger Richardson is the fourth generation to own part of the firm.

OSWEGO: The Home Lumber and Supply Co. recently completed an addition to its display room. A current expansion project includes a new public rest-room.

PLAINVILLE: The Plainville Lumber Co. now has a modern new 20x60-foot building, veneered with Roman brick. The old structure was moved out of the way, on the curbing, so the new building could be erected on the old site.



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.
BOX 346, DEPT. K ST. PAUL PARK, MINNESOTA

OBITUARIES

WILLIAM McCLELLAN RITTER: 88, Washington, D. C., founder of one of the largest hardwood lumber firms and pioneer operator in the Appalachian section, died June 2. He started his operations in 1890 in West Virginia with $1,700 capital. During World War 1 he was a member of the Council of National Defense and its successor, the War Industries Board, serving under Bernard M. Baruch. In 1924, Ritter startled the nation's businessmen by giving away, without strings, $3,000,000 of stock to his employees. For this act, President Calvin Coolidge called him to the White House to discuss it. He was a director of many corporations and extended his business interests to coal, railroads, banking, natural gas, and insurance. Surviving are his wife and a foster son.

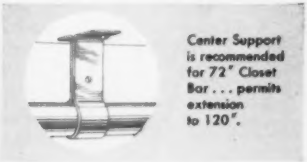
A. B. MYERS, SR., 71, retired planter and lumberman of Derma, Miss., died June 10. For many years he operated the A. B. Myers and Sons Building Supplies Co. in Calhoun City, Miss. His wife, three sons, and two daughters survive him.

D. F. HARGETT, vice-president of Richardson Lumber Co. in Russellville, Ala., died June 10 of a heart attack. He founded the lumber firm in 1909. In 1944, he was awarded a cup by the First Baptist Church for 50 years of service. Survivors include three sons and three daughters. R. B. Hargett is general manager of the Richardson firm.

E. L. RUHMAN, 58, was found dead at his home in Belleville, Mo., May 15. Owner of the Belleville Wholesale Lumber Company, he had been purchasing agent for the Robinson Lumber Company in East St. Louis for 25 years before founding his own firm a year ago. His widow and daughter survive him.

JOHN PRITCHARD HACKNEY, SR., 76, prominent Charlotte, N. C., real-estate man, died June 19. Among the several businesses he had organized were the Charlotte Hardware Co., and the Charlotte Building Supply Co., of

Every family is a prospect for Stanley Closet Bars, tenants as well as home owners . . . and these "solid sellers" meet every buyer's requirements. Sturdily constructed of two telescoping tubes, they are made in 4 sizes: 18" to 30", 30" to 48", 48" to 72", 72" to 96". Largest size extends to 120" with center support. See your wholesaler. Display prominently for best results. The Stanley Works, New Britain, Connecticut.



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The Stanley Works, New Britain, Connecticut

STANLEY
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

which he was president. He was superintendent of the adult department of the Baptist Sunday School 17 years and was an active usher for 27 years. He leaves a wife, three daughters, and three granddaughters.

WILLIAM FINCKNEY McCORMIC, 64, secretary-treasurer of the East Coast Lumber and Supply Co., died at his home in Fort Pierce, Fla., June 9. Moving to Fort Pierce from Danville, Va., he served his company 42 years. He was active in the Masons, Knights Templar, and Shrine. His wife, daughter, son, and two grandchildren survive him.

T. R. McCROCKLIN, 52, died at his home in Trout, La., May 6. He was manager and director of the Louisiana Delta Hardwood Lumber Co., a subsidiary of Frost Lumber Industries. He formerly had served Frost interests in Waco, Tex. His wife and daughter survive him.

W. S. DUTSCHKE, president of the Kister Lumber Co., Louisville, Ky., died June 20. He was well known as a big-game hunter.

FRED E. ANDERSON, manager of the Karnes City (Tex.) Lumber Company, died recently. Anderson has served the W. H. Norris Lumber Company, owner of the Karnes City yard, for 42 years.

S. R. PINKSTON, 65, manager of the Wellington Lumber Company, Wellington, Tex., passed away recently. He was active in civic and church affairs and was recognized as an authority on early Texas history.

W. F. COOK, who had been with the Wilcox Lumber Company for 25 years, died recently. He was well known in lumber and civic circles in McKinney, Tex.

ASHTON TOOMER, 69, prominent Houston, Miss., lumberman and president of the Bank of Houston, died of a heart attack at a friend's home recently. He was an ardent leader in the States Rights movement and close friend of Governor Hugh White. He was a past president of the Exchange Clubs of the state and the Natchez Trace Electric Power Association.

5,512th Anniversary

The clay product industry is observing its 5,512th anniversary this year.

At least, that is how long ago archeologists estimate that a complete clay pipe sewerage and water system was installed in ancient Troy.

During National Clay Week, August 13-16, many clay products manufacturers will hold "open house" for the public. Too many people still think of the clay industry in terms of pottery wheels and craftsmen, according to Harold Smith, secretary of the National Clay Week committee.

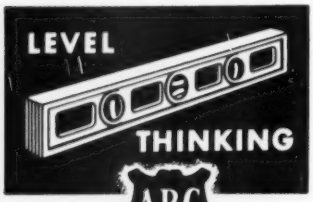
Charlotte Dealer Mails Home-Improvement Folder

As a reminder to home-owners in the Charlotte, N. C., area of the company's motto—"The Best Money You Spend is on the home you own"—the H. and S Lumber Company recently sent out a folder with a few concrete suggestions.

Aiming at improvements financed under FHA Title I, the folder headlines a utility building that can be bought with no down-payment for use as a garage, workshop, tool and machinery shed, or other purposes. Instructions are offered for the novice who wants to erect his own building.

On the second page, it stresses the value of home improvements now and lists 16 suggested additions or changes for small homes.

The third page lists the products sold by the H and S Lumber Company.



A·B·C BUDGET PLAN

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BIRMINGHAM
BOSTON
BUFFALO
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
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DALLAS
DAVENPORT
DENVER
DES MOINES
DETROIT
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MIAMI
MILWAUKEE
MINNEAPOLIS
NEW ORLEANS
NEWARK
OKLAHOMA CITY
OMAHA
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SOUTH BEND
TAMPA
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Smart dealers *feature* low-cost instalment financing. They quote low, monthly payments, NOT the over-all cost. On this easy selling level they *sell more* and close more orders *on the spot*. As easy as ABC.

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Property Improvement and Modernization Financing Specialists

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WEL-BILT FOLD-A-WAY STAIRWAY

• SAVES SPACE • IDEAL FOR SMALL HOMES
• ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

STRONG • EFFICIENT • SAFE

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY
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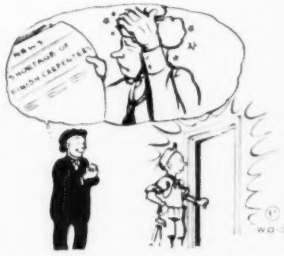

Eliminate your worst headache. One man installing READY HUNG DOORS does the work of 8 to 10 men.

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

ASSOCIATION ACTIVITIES

Lead Atlanta Producers Council

NEW OFFICERS of the Atlanta chapter of Producers Council, Inc., are seen above following their election at the annual meeting recently at the Atlanta Athletic Club. From left, they are J. M. Fowler, Armstrong Cork Co., new president; Roy T. Fricks, Acousti Engineering Co., treasurer; George A. Petters, Johns-Manville Sales Corp., retiring president; and Harold K. Sterrett, Southern Zonolite Co., vice-president. John C. Spencer, Aluminum Co. of America, is the new secretary.

Winners of three new PC awards for architectural students at the Georgia Institute of Technology were announced. The awards include certificates of merit and cash prizes.

Selmon T. Franklin, Jr., now practicing architecture with his father in Chattanooga, Tenn., won the award for outstanding fifth-year design.

John Freeman, an associate of an Atlanta structural engineer, won the fifth-year structural design award.

The fourth-year light-construction design winner was Jimmie Sawyer, of Albany, Ga. All three rank high in architectural and engineering circles at Georgia Tech.

Mo-Kan Fall Date Set

The 35th annual autumn meeting of the Mo-Kan Lumbermen's Association will be held at the Hotel Robidoux in St. Joseph, Mo., on Thursday, October 30.

This date was set, according to Secretary Emmett H. Foley, at a recent joint meeting of the association's executive committee and the St. Joseph wholesalers.

START MAKING THE MANUFACTURERS PROFIT

IN THE QUALITY COMBINATION ALUMINUM WINDOW AND DOOR BUSINESS ON A

$300.00 TOOL INVESTMENT

Even the buying public is now looking for quality

Get the Kaufmann Plan

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Feature

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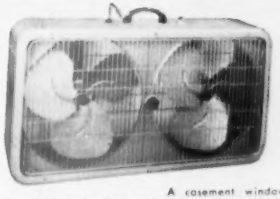
FANS TO YOUR BUILDER AND RETAIL TRADE

IT WILL PAY YOU BECAUSE FRESH-AIR MAKERS ARE FINE FANS, TOP PERFORMERS WITH GOOD LOOKS AND STERLING QUALITY. *ALL PRICED RIGHT!*

HERE ARE 3 POPULAR LEADERS FOR '52



A casement window fan of 2560 cfm, for popular sizes steel or aluminum windows. Also an A No. 1 job for sash windows or for the floor. Complete, quiet, good looking.

LISTS FOR ONLY $59.95

A grand slam of the ever-popular attic fans—horizontal and upright—anything you need—17 models including a giant 25,000 cfm.

Carry-about fans for use anywhere, handy, good looking, breeze up, down or sideways, attractively priced, easy to sell.

AND REVERSIBLE WINDOW FANS, EXHAUST FANS, UTILITY BLOWERS, SHUTTERS and CONTROLS

FULL DETAILS IN NEW LITERATURE

SCHWITZER-CUMMINS COMPANY
VENTILATING DIVISION
INDIANAPOLIS 7, INDIANA
Builders of Fine Fans and Blowers for over a Third of a Century

1,800 Pounds of Fish Caught by Alabamians

"Double perfect!" That was the comment of "Commodore" W. Thornton Estes, president of the Alabama Building Material Exchange, when asked to sum up the 22nd annual deep-sea fishing rodeo held at Panama City, Fla., June 27-28, for Alabama lumber and building supply dealers.

"The weather could not have been better — and neither could the fishing," exclaimed "Speedy," who had been highly disappointed by both the fishing luck and weather for a couple of rodeos past.

The 158 retailers, suppliers, and special guests caught over 1,800 pounds of fish, according to Secretary Mary Harless. The record attendance overran the Cove Hotel and the headquarters Dixie-Sherman Hotel.

Forace Holland, the PC dealer who weighs in the catches, will affidavit the fact that "Speedy" Estes caught the largest king mackerel — an 11-pounder — to take first prize for retailers. Some kind of charm hovered over the "Estralleta" boat that Estes fished in, for he caught 48 pounds of amberjacks, and the men on this boat caught some 600 pounds of fish!

Belcher Lumber Co's. Harry Kenney, of Birmingham, won second prize for retailers by hooking a 10-pound barracuda. Third prize went to Sam Scalco of Birmingham, for a 13-pound Spanish mackerel. W. P. Dilworth III, of Huntsville, took the fourth prize for retailers.

Winners of the four prizes for wholesalers and suppliers were:

Lehigh Portland Cement Co's. W. P. Sturdivant, for a 15-pound king mackerel.

Longview Lime Corp's. Bob Rae, for a 13-pound barracuda.

Dobbins Bros. Lumber Co's. Gene Schetten, for a 15-pound bluefish.

National Gypsum Co's. A. P. Higginbotham, for a 12-pound dolphin.

Birmingham Attorney John Gillon won the special prize for special guests.

Speakers at the Friday-night banquet included Lee Bartholomew, vice-president of the Southern States Iron Roofing Company, and Albert Belcher, of Birmingham.

The Belcher boys — Albert, Brady, Olon, S. E., Jr., and W. E., Jr., — provided refreshments on the Dixie-Sherman roof both delightful evenings.

Asbestos Siding Sales at an All-Time High

"Shipments of asbestos siding shingles during the first four months of 1952 were the largest on record for that period," Manager Chester C. Kelsey told members of the Asbestos-Cement Products Association at the recent summer meeting at Absecon, N. J.

Improved styling — particularly from the color viewpoint — of these shingles accounts for much of their growing popularity.

Three association founders were present to receive special honors. They were L. R. Hoff, Johns-Manville Sales Corp., first president; Stuart H. Ralph, Flintkote Co., former president, and R. J. Tobin, Tilo Co., who remains treasurer.

Johns-Manville's William R. Wilkinson was re-elected president. Ernest Muehleck, Keasbey and Mattison Co., is vice-president.

Directors include L. W. Clarke, Philip Carey Mfg. Co.; Clifford F. Favrot, Asbestone Corp.; J. E. Holbrook, Pabco Products; H. F. McFarland, Jr., Smith Asbestos Products, Inc.; Stuart H. Ralph, Flintkote Co.; J. H. Steiner, Supradur Corp. of N. Y., and Stanley Woodward, Ruberoid Co.

S•B•S STAFF FOTO

SERVE ON BOARD OF SOUTHERN WHOLESALE LUMBER ASSOCIATION

New officers and directors of the Southern Wholesale Lumber Association are shown above following their organization meeting at the recent convention in Birmingham, Ala.

Seated, from left, are Edmund Wyatt, Indianapolis, Ind.; new President John A. Thames, Birmingham; Robert F. Darrah, secretary-manager; Treasurer Virgil Porter, Newton, Miss.; A. M. Foote, Jacksonville, Fla.; Joe Virgeson, Columbia, S. C.; S. W. Bowen, Shreveport, La., past-president; C. E. Klumb, Crystal Springs, Miss.

Standing, left to right, are Earl Raiford, Asheville, N. C.; Phil Frankfort, Franklin, Va.; J. P. Dobbins, Sr., Birmingham; A. D. Burdette, Meridian, Miss.; T. B. King, Augusta, Ga.; Pres Joyes, Louisville, Ky.; B. A. Dukes, Laurens, S. C., and T. W. Estes, Nashville, Tenn.

Brand-new members of the board not shown in the picture are W. A. Knox, Thomson, Ga.; Walter E. Morgan, Columbus, Ohio; Norman A. Whitaker, Prescott, Ark.

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: T. Arthur Holt, Marked Tree, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: W. F. Scarborough, Lumberton, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A Campbell. Tel. 74. President: Elbert Myers, Glasgow, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: J. Morton Myatt, Baton Rouge, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: F. E. Adams, Milledgeville, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Warren F. Keys, Marshall, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

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Space-savers — cost-savers! Precision-built—assembled in 10 minutes! Here are wardrobes, storage wall units, vanity units, dressers, desks, bookshelves, bath storage units, hospital wardrobes...

The storage wall is a recognized and important new development in modern design. Now it includes "built-in furniture" units. Nova Wall Units can be used individually; each is a finished piece of furniture. Used in combination, there is no sense of "sectionalizing". With 2'2" maximum depth, they save space over conventional storage furniture. Used in new construction, they can save as much as 5' in total house length.

Nova Wall Units can replace walls—with units back to back or alternately serving different rooms. Inner walls and backs are insulating, sound-deadening and mildew-proof. Fronts are of finest plywood or lumber—from birch and gum to imported mahogany. These units are supplied unfinished—or with prime coat, paint, stain or furniture finish.

Free planning service. We offer 48-hour service to any architect or builder—providing detailed specifications for any given area in either new construction or modernization.

Let us send you fully illustrated and detailed literature.

NOVA SALES Co. TRENTON 3, N. J.

A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

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Send details on NOVA WALL UNITS

Name.....
Address.....
City..... State.....
My lumber dealer is.....

VENTO STEEL Casement WINDOWS

They Give—

Effortless Operation

Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

Weathertight Seal

Double contact construction gives snug fit. Positive cam action locking handle insures weathertight seal around perimeter of the ventilator.

Lasting Service

Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

Write us for full information, also facts about Vento steel basement, utility and barn windows, Vento steel lintels for cost-saving block construction.

VENTO Steel Products CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

NRLDA Wants Dealer Historical Records

Quite a few retail lumber yards in this country have been in operation over 100 years.

As a tribute to the industry and the persons who have promoted it, the National Retail Lumber Dealers Association is collecting data about the early history of the industry and individual dealers.

Public Relations Director Everett B. Wilson requests all dealers whose yards have been in existence for any long period of time to send in letters, clippings, and other information about early years of business.

Send this material, or names of persons who could supply such information, to NRLDA, 302 Ring Building, 18th and M Streets N. W., Washington 6, D. C.

Carolina Vacation Lists

The bulletin-size vacation schedules for employees, sent out last year by the Carolina Lumber and Building Supply Association, proved so popular that Secretary-Manager E. M. Garner has made them available again this year.

With three holes punched on the left-hand side to fit binders or to be placed on a bulletin board, these schedules have a column for the employees' names, with June, July, August, and September marked off in days to the right for simple marking.

IFA Is Shorter Name

The breath-taking title of the Forest Conservation Committee of Pacific Northwest Forest Industries has been shortened to simply "Industrial Forestry Association." For years it was known by an even more mouth-filling title, Joint Committee on Forest Conservation of the Pacific Northwest Loggers Association and West Coast Lumbermen's Association.

President E. P. Stamm said that the association's functions would remain the same—to represent private forest industry before public bodies and to promote better forestry on private lands through the Tree Farm program.

FOR SALE OR LEASE

Retail lumber yard combined with new and used plumbing. Located in West Virginia in a metropolitan area of 75,000. Business doing nice volume. Owner is ill and wants to sell or lease. Box No. 26, Southern Building Supplies, Atlanta 5, Georgia.

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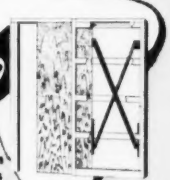

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Dept 5, Box 300 St Paul Park, Minn

Texans Frolic at Dallas Hoo-Hoo Meeting

For the last general meeting until the September election of officers, 250 members of Hoo-Hoo in Texas converged on Dallas for a district gathering and two days of fun and frolic, June 6-7.

The first day, devoted principally to registration, was climaxed in Western garb by an evening ranch party with barbecue at a Dallas commercial park.

While members of Hoo-Hoo marked time for this party, the board of directors of the Lumbermen's Association of Texas assembled for a routine meeting, held coincidentally with the Hoo-Hoo session as a stimulant for attendance. With 40 directors present, President Warren F. Keys, of Marshall, conducted a discussion of plans for financing "The San Angelo Home" and other low-cost housing projects.

A Hoo-Hoo concatenation, at which one Carthage and 14 Dallas Kittens were initiated, featured business procedure of the second day, with stunts not previously introduced by the Dallas club. Following the concatenation, Cats enjoyed a cocktail hour through courtesy of the Kelley Manufacturing Company of Houston. The informal dinner dance and floor show that night drew 225 customers.

Arrangements were completed by a committee headed by John Darnell as chairman.

HOO-HOO LOG

TAMPA, FLA.: Tampa Cats invited the ladies for an evening of fun at Seeley's Holiday Ranch June 6. Dinner and refreshments were served to 80 members and guests.

MIAMI, FLA.: Twenty-three Kittens swelled the membership of Club 42 at a big concatenation June 10. They received the initiatory degree before 70 members. "Deep Fat" Bob Martin, 49819, and his committee prepared and served a barbecue dinner.

ATLANTA, GA.: Cleon Smith was elected president of Hoo-Hoo Club No. 1 here on June 23 to succeed Don Maffett. W. C. Shreve is the new vice-president, and Bob Lummus is secretary. Carl Harbin was re-elected treasurer. The new directors include Harold Clarke, James T. Renfroe, Tom Stanford, Cliff Zimmerman, and Wade B. Dennis. L. L. Antel, former secretary of the National Sales Executives Club and manufacturing chemist, spoke on the requisites of good salesmanship.

Dean Buys Virginia Plant to Make Woodwall

The General Manufacturing Co., a subsidiary of the Dean Co. of Chicago, has purchased the Princess Anne Lumber Co. at Virginia Beach, Va.

The firm's lumber and millwork operation, which is managed by W. K. Macdonald, will continue as it has for 40 years.

To extend its operation to include the production of "Dean Woodwall," the Princess Anne plant will be enlarged by the addition of new dry-kilns and other equipment, according to Charles D. Dean. He announced purchase of the Virginia firm from James S. Standing.

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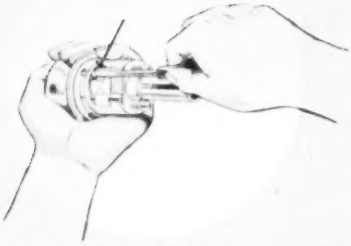

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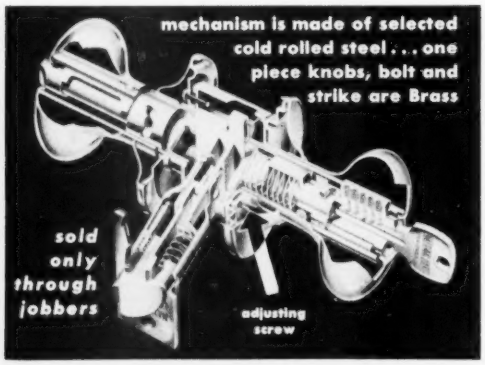

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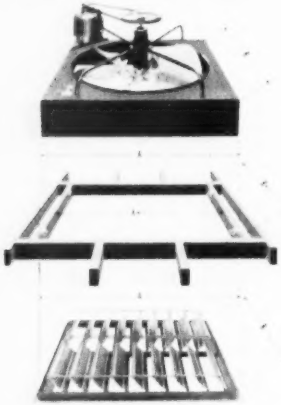

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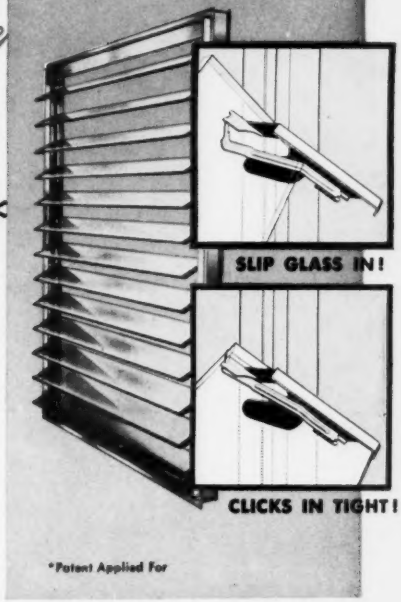

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